Registered at the G.P.O. as a newspaper.

SEPTEMBER 25th, 1953.
9d. weekly 40/- a year

Furnishing World

& FURNITURE, BEDDING AND UPHOLSTERY MANUFACTURER

"This chair is more comfortable than a bed"

says

GLORIA NORD

glamorous iceskating star, who has chosen a BodiLine chair for rest in her dressing room between strenuous skating acts and for relaxation in her home.

BodiLine TRADE MARK

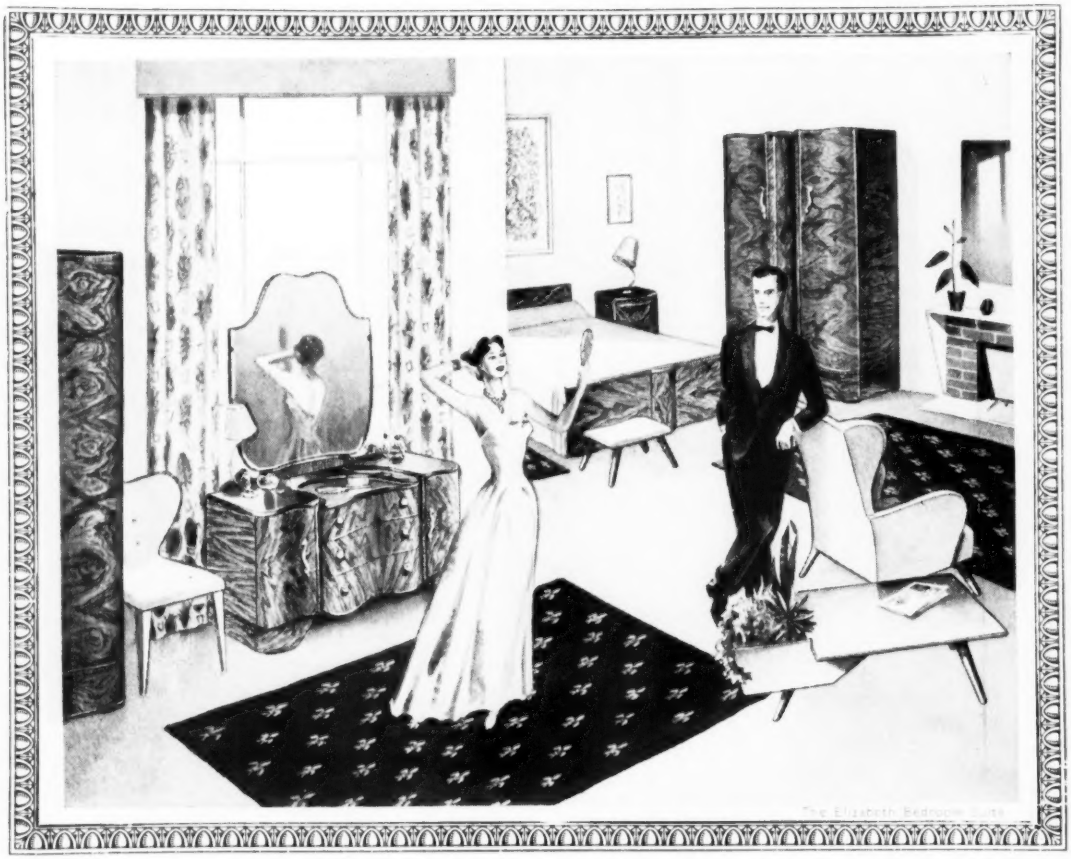
A BLUE RIBBON FURNITURE PRODUCT

Manufacturers, Wholesale only:

GREAVES & THOMAS LTD. 103 NORTHWOLD ROAD, LONDON, E.5. AMHerst 3366 (10 lines)

SHOWROOMS: 3 PRINCES ST., REGENT ST., W.1. and WOLFENDEN ST., BOLTON

Associated with John McGregor & Sons Ltd., Glasgow



Perfect Taste

To be a stockist of Ronson bedroom and dining-room furniture is a sign of good judgment. Ronson furniture appeals to the buying public who know what they want, not only because of the beauty of its design and the richness of the French and Italian veneers, but also because of the extremely practical interiors and its craftsman-built manufacture and 10 year guarantee.

RONSON FURNITURE LIMITED

Ronson Works, St. Peter's Close, London, E.2
BISHopsgate 9666 (20 lines)

All genuine Ronson Furniture bears this trademark

FOR REAL *Craftsmanship* AND BETTER DESIGN

WOVEN FIBRE FURNITURE

This year is a SIRROM year again . . . because of better value for money on every count. Compare the quality of coverings . . . the wider variety of styles in EVERY price group . . . the generous size of seat on Chairs and capacity of Linen Baskets. No wonder the demand for "SIRROM" rises steadily each year.

CHAIR
S.L.1110(Z)

LINEN BASKET
S.L. 3116U

The "Radcliffe"
LOOM SET TO
RETAIL APPROX.
£10.7.6 COMPLETE
(NO TAX)

STOOL S.L. 3102L
(Fully lined)

Catalogue and Price List from

MORRIS, WILKINSON & CO. (NOTTINGHAM) LTD.

Victoria Works, Basford, NOTTINGHAM
& High Street, Lurgan, N. Ireland

M142A

*
*
*
*
*
*
*

BUILD PRESTIGE AND PROFIT

be wide awake to

quilted MULTI-FOAM

mattresses and divans

Turn the powerfully attractive sales points of quilted Multi-Foam to good account. Use them to build prestige and profit in your bedding department. Only Multi-Foam, with its beautiful quilting, adds extra comfort to luxurious latex-foam. And only Multi-Foam, with its 'Wonder-Down' top provides complete protection against condensation. Quilted Multi-Foam Mattresses and Divans are now nationally advertised. More and more people are asking for them in good bedding stores everywhere. Stock, display and recommend quilted Multi-Foam — its success is assured!

only

MULTI-FOAM

has ALL *these excellent sales points:*

LUXURIOUS LATEX-FOAM CORE

BEAUTIFUL QUILTING ADDS COMFORT — EXCLUSIVE TO MULTI-FOAM

'WONDER DOWN' TOP PREVENTS CONDENSATION — EXCLUSIVE TO MULTI-FOAM

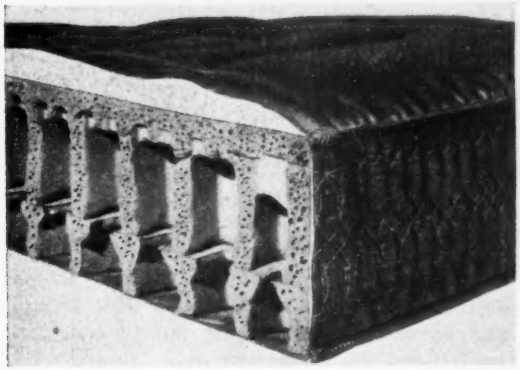
PRE-BUILT BORDER — PREVENTS CASE MOVEMENT

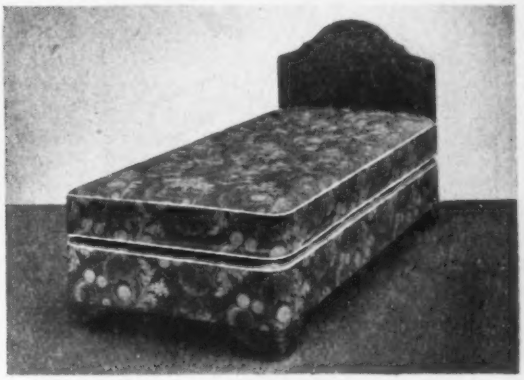
NO TURNING — ALWAYS HYGIENIC

SELF-VENTILATING — RESISTS GERMS AND DAMP

LASTS AND KEEPS SHAPE INDEFINITELY

Patent applied for





*

Made by MULTI-SPRING LTD., *the makers of the famous nationally advertised Multi-Spring Mattresses and Upholstery.* FACTORIES *at London, St. Ives, Cornwall, and Nottingham*

LONDON SHOWROOMS 2 *Hanover Street, Regent Street, W.*1. TEL: *Mayfair* 4060

*

A fine selection of . . .

REXINE · HIDE and MOQUETTE Suites

Retailing from **30** Gns. allowing full margin of profit.

The "BURLINGTON" Suite in leathercloth. **40½** Gns.

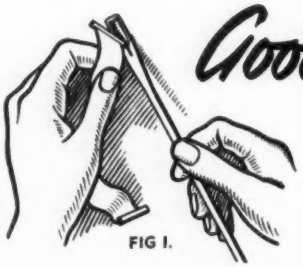
The "GAINSBOROUGH" Suite in uncut Moquette. **37** Gns.

MACBARKERS (Upholsterers) Ltd.

EST. 1890

207 & 207a BALL'S POND ROAD, LONDON, N.1. PHONE: CANonbury 5705

Good news!



As a result of NEW REDUCED PRICES it is now cheaper as well as quicker to tuft an innerspring mattress with

Jiffy Tufts

PATENTED

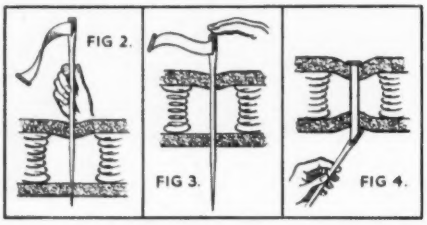


Fig. I. Insert tuft in needle. Fig. 2 and 3. Push needle through mattress. Fig. 4. Draw needle clear when tuft slips out of needle with a slight twist.

Increased output following greater popularity has enabled us to reduce the cost of these superior tufts which now cost less than string and buttons, plus the saving through quicker production and lower wages cost.

Progressive price reductions on quantities for bulk deliveries make it worth while standardising this tape Tuft on all your work. If you are not already using Jiffy it will pay you to get details.

Distributors for Great Britain

GREENAWAYS LTD.
25 HIGHBURY PLACE, LONDON, N.5
Phone: CANonbury 4844

Made in England by

WILLIAM RHODES LIMITED
(Somnus Bedding)
LEEDS 2

DINING CHAIRS
OFFICE AND RESTAURANT CHAIRS

LEVIN
FOR
CHAIRS

M. LEVIN LTD.
115, WILTON WAY, HACKNEY, E.8. AMHERST 3414

LS CABINETS

SERLINS of TOTTENHAM

HAND CARVED OAK SECRETAIRES AND BOOKCASES

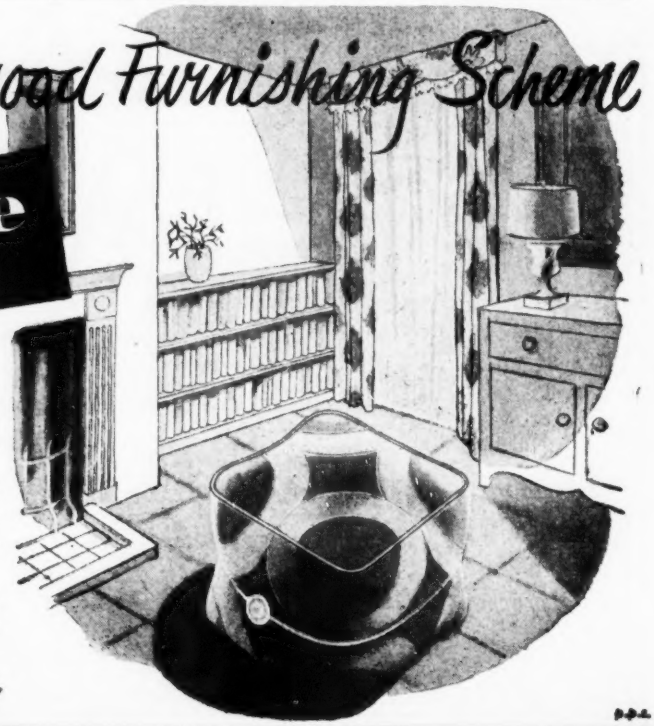
WALNUT SECRETAIRES, CHINA CABINETS AND BOOKCASES

REPRODUCTION AND ALL OCCASIONAL FURNITURE

L. SERLIN & SONS, LTD., Factory Lane, N.17 *Tel.:* TOT 2624/5

(OPPOSITE BRUCE GROVE STATION)

Part of every good Furnishing Scheme



Sherborne POUFFES

The vogue of the Pouffe is very much in the ascendant due to the advent of television, and furnishers who study the new trends are sending us increased orders for our products. Sherborne Pouffes are particularly popular for their attractive design and high-class workmanship.

Our Catalogue illustrates the latest examples of Seating, Spring Pouffes, Hide Pouffes, Church Hassocks and Slipper Boxes.

Our service department makes Pouffes in customers' own materials, and carries out all classes of repair work. Oriental covers filled or spring filled.

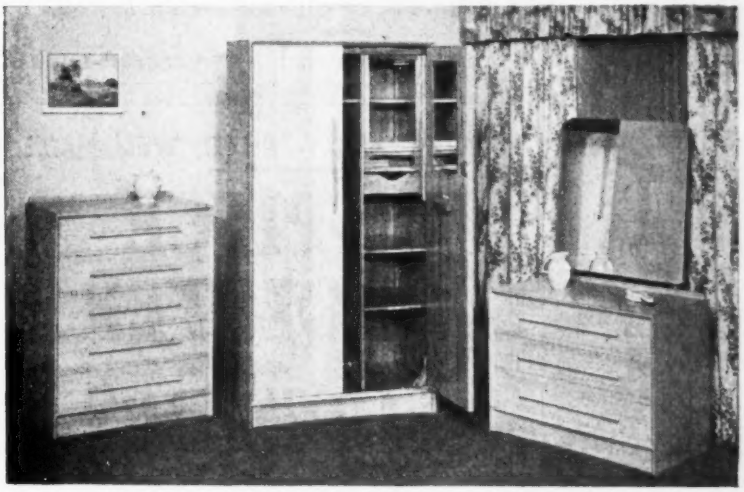
SHERBORNE POUFFES LIMITED

HAYCLIFFE LANE, LITTLE HORTON, BRADFORD 5 Tel.: 71948

Leading the way in Fitted Robe design

Fitrobe
REGD

Introducing "Fitrobe" Functional Furniture — a range of Fitted Wardrobes in oak, of modern design with accompanying pieces.



The "Fitrobe" Superior model—a fully fitted 'robe mahogany lined shown with the matching chest and dressing table to make up the "Fitrobe" Superior Suite in light oak.

"Fitrobe" Sales Service for Fitrobe stockists includes free supply of Brochures, Showcards, Displays and mats or stereos for local advertising . . . and remember "Fitrobe" is a nationally advertised product with a thirty years reputation for excellence.

Full details sent on request to the manufacturers

D. M. DAVIES OF SLOUGH LTD.

AVP GROUP

THE TRADING ESTATE, SLOUGH, BUCKS. SLOUGH 23921

T EMPTING AND L UXURIOUS

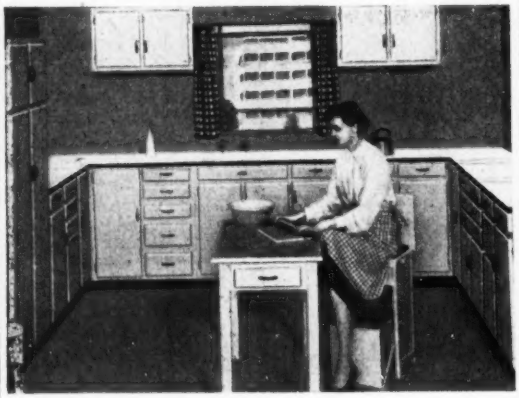
FIRESIDES & DINING CHAIRS

Dignified appearance, sound construction, luxurious ease and comfort make the 'Weymouth' Chair, illustrated, a quick selling line. Like all T and L furniture it is a fine example of British craftsmanship.

T. & L. FURNITURE LIMITED

Manufacturers of Firesides and Dining Chairs

FOUNDRY SAW MILLS, LANE END, HIGH WYCOMBE · Phone: LANE END 242



FROM A SINGLE UNIT—
- KITCHEN CABINETS
- SINK UNITS
- TABLES
- WALL CUPBOARDS
- BASE UNITS
- FOURFOLD CABINET (Patented)

—TO A COMPLETE KITCHEN

AT COMPETITIVE PRICES!

Write now for our latest Broadsheet showing our range of nearly
40 PLANNED KITCHEN UNITS
BEATALL FURNITURE LTD.
(Incorporating Beatall Kitchens Ltd.)
PENHALL ROAD, CHARLTON, LONDON, S.E.7
Phone: GREenwich 2167 (4 lines) Grams: Beatalfurn Wol. London

FOR KEENLY-PRICED WELL-MADE

3-PIECE UPHOLSTERY AND FIRESIDES

TELEPHONE
MAIDENHEAD 2072

• • •

WE INVITE YOUR ENQUIRY—

H. W. FLINT

UPHOLSTERY WORKS
BELL STREET, MAIDENHEAD
WATCH FOR FUTURE ANNOUNCEMENTS

AUTUMN STOCKROOMS

OF

UPHOLSTERY

BY

S. MORRIS & SONS (LEEDS) LTD.

September 28th-October 2nd, 1953

• *at GROSVENOR HOTEL,* **MANCHESTER**

In attendance—

Mr. C. H. MORRIS and Mr. B. BERG

•

Presenting both Traditional and Contemporary designs in a range of covers that will amaze the trade.

REGD. OFFICE AND LEEDS FACTORY
VICTORIA MILLS, WELLINGTON BRIDGE, LEEDS
Telephone : **31108-9**

LONDON SHOWROOM AND FACTORY
17-25 VALE ROYAL, YORK WAY, LONDON, N.7
Telephone : **North 4661-2**

Leylux Ltd

3-Piece Suites

and

Fireside Chairs

LEYLUX LTD., Mayfield Mill, Chorley, Lancs.

Telephone and Telegrams: Chorley 3521

—featuring this unique table

NEWBOLD

DOUBLEX

EXTENDING TABLE

- Simply lift up the leaf and the legs glide out
- Twin legs with patented action
- Contains two drawers and two cupboards
- Ample seating for 8 adults

AUTOMATIC DOUBLE SWING-LEG

Patent 504409 and Patents pending

Registered design

- Size 36 in. x 14 in. (approx.) closed
  60 in. x 36 in. (approx.) opened
- Complete foot clearance
- Shelf in one cupboard
- Flush Blockboard Top

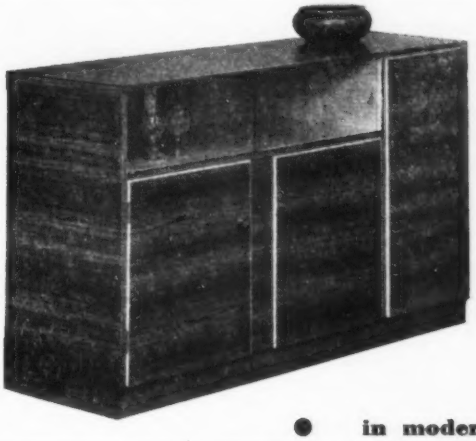
NEWBOLD N MADE FOR DISCERNING PEOPLE

F. & C. Newbold Ltd.

Manufacturers of Dining Sets and Bureau-Secretaires

RIBBLETON MILLS, PRESTON

Telephone: 4503



CASTLE

unit furniture

- **in modern pencil stripe walnut**
- **Designed to suit the individual taste in furnishing**
- **either a single room or an entire flat. Pieces**
- **can be arranged in a variety of groupings, and**
- **any unit may be added as the need arises.**
- **Strongly constructed and beautifully finished to**
- **emphasise the attractive walnut stripe**
- **veneer. Interiors in mahogany.**
- **Illustrated here is DINING GROUP SCHEME No. 382.**
- **Sideboard, table and four chairs with cane-backs,**
- **and sprung seats in tapestry to choice.**
- **Also available in Oak.**

OTHER UNITS

Corner Bureau	384
Bookcase	386
Bookcase	389
Coffee Table	491
Writing Desk	385
Bookcase	511
Corner Cupboard	539
Cocktail Cabinet	542

Castle Furniture

Regd. Trade Mark

CASTLE BROS. (Furniture) LTD.

HIGH WYCOMBE BUCKS

FURNISHING TRIMMINGS

E. HECHT LTD.

ESTABLISHED 1880

LONDON

HEAD OFFICE AND WAREHOUSE:

BANK CHAMBERS, MARKET PLACE, W.1

Telephone: MUSEUM 6507/8/9

Telegrams HECTRIM, WESDO, LONDON

MANCHESTER

4 FOUNTAIN STREET, MANCHESTER 2

Telephone: DEANSGATE 7976

STOCKISTS OF—

GIMPS — BRAIDS
CORDS — FRINGES
PIPINGS—PIPED RUCHES
CUSHION RUCHES—BOBBLES
AND TASSELLED FRINGES IN A WIDE VARIETY OF DESIGNS

REPRESENTATIVES THROUGHOUT GREAT BRITAIN

YOUR ENQUIRIES WILL RECEIVE OUR PROMPT ATTENTION

FIRESIDES

and Dining Room Chairs

GRIFFITHS & THOMPSON LTD.

CHAIR MANUFACTURERS

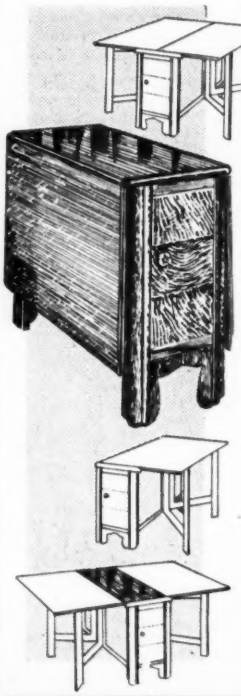
STOKENCHURCH
Nr. HIGH WYCOMBE BUCKS.

Telephone: RADNAGE 321

A SURE SELLER!

THE

"Revetop"



DINING TABLE

This reversible drop-leaf table is fitted with a patented device which brings to the top in one continuous movement whichever side of either leaf is needed at the time, this unique action enables the table to open in more than 10 different sizes and surfaces. Each leaf and centre top is polished on one side and white on the other. Size when open approx. 5 ft. x 3 ft. Free of P. Tax.

J. HEAP & Co Ltd

FURNITURE MANUFACTURERS

7 GREENHEYS LANE
MANCHESTER 15

TEL: ARD 1430

A STAR SUITE!

THE SANDRINGHAM BEDROOM SUITE
PATENT PENDING

The personal choice of
Miss ELIZABETH ALLAN
famous star of stage, screen, radio and T.V.

BEAUTY, ELEGANCE AND CHARM

are reflected in this outstanding suite, selected from our comprehensive range of bedroom furniture.

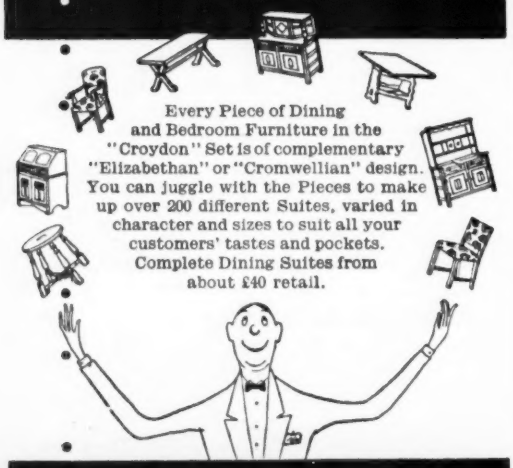
Wrighton
DISTINCTIVE FURNITURE

HAS STOOD THE TEST FOR OVER SEVENTY YEARS

F. WRIGHTON & SONS, LTD., BILLET ROAD, WALTHAMSTOW, LONDON, E.17

A typical member of the
CROYDON SET

This "Elizabethan" Style Chair has recently been introduced. It is available with or without cushion, with or without arms, in antique waxed or bleached oak.



Every Piece of Dining and Bedroom Furniture in the "Croydon" Set is of complementary "Elizabethan" or "Cromwellian" design. You can juggle with the Pieces to make up over 200 different Suites, varied in character and sizes to suit all your customers' tastes and pockets. Complete Dining Suites from about £40 retail.

Webber furniture
Quality First

"As strong as it is handsome"

Details from the Manufacturers
D. F. WEBBER & HARRISON LIMITED
115 Sydenham Road · Croydon · Surrey
Telephone: Croydon 6178-9

J. MANASHE
& CO. LTD.

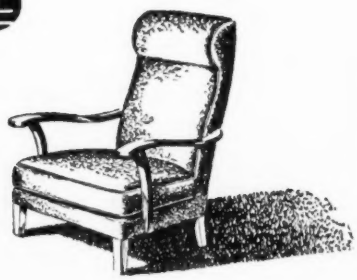
Invite you to inspect their new range of medium-priced

BEDROOM SUITES

in Oak and Walnut

AN ACADEMY PRODUCT

4 ACADEMY BUILDINGS
FANSHAWE ST., LONDON, N.1
Telephone: SHOreditch 5387
Write to-day for Brochures



LAWREST

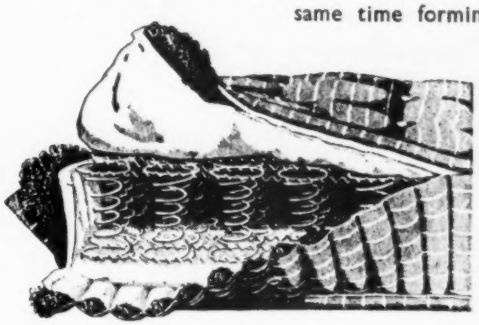
FIRESIDE & EASY CHAIRS

W. LAWRENCE & SONS (Furniture) LTD
NAPHILL · HIGH WYCOMBE · BUCKS · Tel.: Naphill 334

SECRETS OF SOMNUS SUCCESS—No. 3

It's the inside that matters

Good springing deserves good upholstery—the one is complementary to the other. In SOMNUS the upholstery is designed to allow the springs full play whilst at the same time forming a resilient, moisture absorbent padding between the spring-tops and the sleeper. The layers of different materials all serve a particular purpose and together with the spring unit they provide that luxurious and healthy sleep-comfort for which SOMNUS is famous.



Remember that the best form of mattress is a spring interior and the best spring interior is a SOMNUS.

CURLED HAIR
is the most resilient of fillings. Being an animal fibre it retains its natural "springiness" and does not break under compression.

COTTON FELT
This is used as a protective layer between the curled hair and the ticking. It has a smooth soft surface and deadens the "rustle" of the hair.

WOOLLEN FELT
is a by-product of the woollen industry. Less expensive than virgin wool it has many of its desirable properties. It makes an excellent filling.

FIBRE PADS
These are made of long-staple coir fibre interlaced on hessian. They are tough and hard-wearing, and are used as a "buffer" to prevent the springs wearing into the softer upholstery.

FLEECE WOOL
After scouring and combing, wool makes an excellent mattress filling. It is extremely resilient and—most important—absorbs moisture without retaining it. This is obviously most valuable in a mattress.

ALL SOMNUS FILLINGS CONFORM TO B.S.I. STANDARDS OF CLEANLINESS

BSI 1877

Stitching Coir padding around interior spring units.

It pays to recommend

SOMNUS BEDDING

WILLIAM RHODES LIMITED, CARLTON CROSS MILLS, LEEDS 2
also at The Wells Road, Nottingham
Established 1840

L. Marcus Ltd.

BEATTY WORKS : BEATTY ROAD · LONDON · N.16

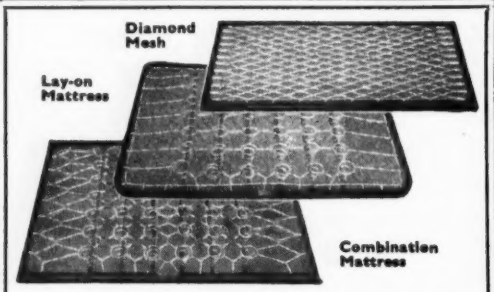
Telephone: CLIssold 1574

We have pleasure in announcing that our new illustrated catalogue, in addition to showing an attractive range of Bedroom, Hall and Occasional Furniture, includes our new models in

Oak Reproduction
Dining Room Furniture

SUPERBLY MADE AND ATTRACTIVELY FINISHED

Buyers are cordially invited to see this fine range in our new showroom at the above address.



Undoubtedly the Best Value in
WIRE MATTRESSES

NELSON

Wire Mattress Co. Ltd.

MACLEOD STREET, NELSON, LANCASHIRE

Tel.: NELSON 436

★ *A Century of Furniture Craftsmanship embodied in every piece of —*

NORTH
Furniture.

Fireside Chair

Manufacturers also of · CHURCH FURNITURE
• DINING, NURSERY AND COMMODE CHAIRS
• SHIP FURNITURE • OFFICE FURNITURE

B. NORTH & SONS (WEST WYCOMBE) LTD.

PIDDINGTON · HIGH WYCOMBE · BUCKS

Telephone: LANE END 325

QUICKFOR

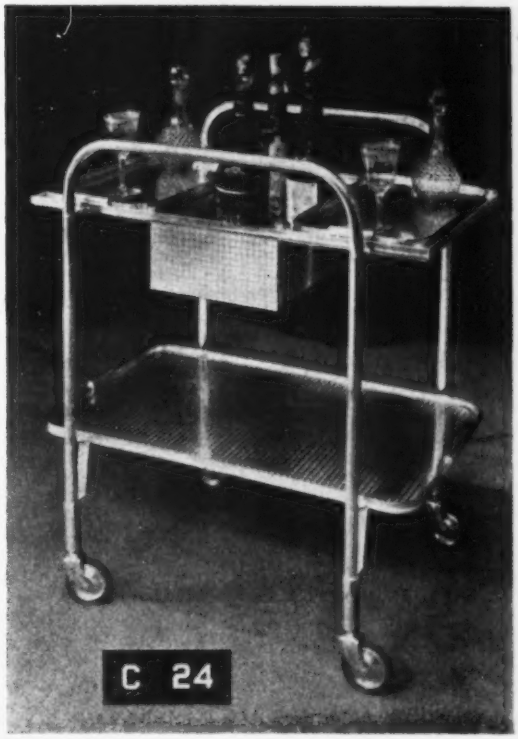
FAST SELLING LINES MAKE A VERY ATTRACTIVE DISPLAY!

ANODISED ALUMINIUM

Trays and Trolleys

R 24

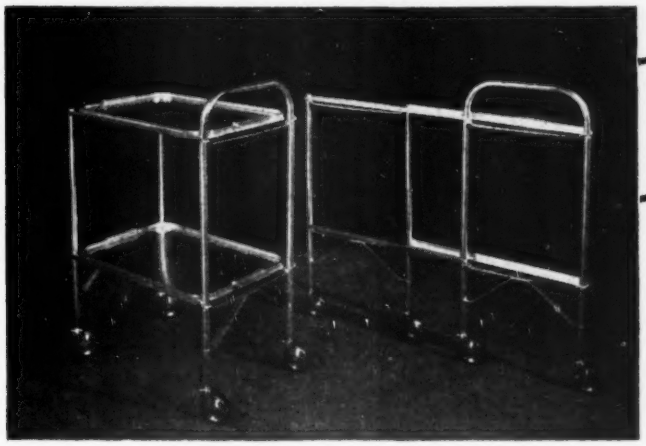
GOLD • GREEN • PINK • BRONZE



HEAT RESISTING STAIN PROOF GUARANTEED

Prices ranging from **£6 · 10 · 0** to **£12 · 12 · 0**

Ask for illustrated folder



NEW!

A Folding Trolley

High Class Quality Trolleys and Trays, produced throughout from anodised aluminium. Absolutely stainless and heat corrosion resisting. Entirely New and Unique are the foldable trolleys in two and three tiers.

COT/2 ALL CASTORS SILENT RUNNING AND PLATED TO PREVENT RUSTING

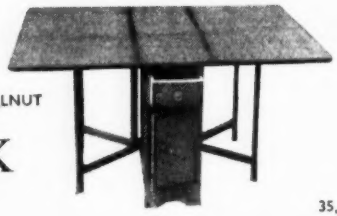
QUICKFOR LTD., Viaduct Works, Cavendish St., Ashton-under-Lyne, Lancs. Tel.: Ashton 1545

WOODCOCK PRODUCTIONS

The Combination DINING TABLE

- EXTENDING 5' x 3'
- TWO DRAWERS
- TWO CUPBOARDS

SUPPLIED IN OAK & WALNUT



A. H. WOODCOCK (FURNITURE MANUFACTURERS) LTD.

35, CALVIN STREET, COMMERCIAL STREET, LONDON, E.1. Telephone: BIS 5625—6937

FIRESIDES

Illustrated list on request

ATKINS, BATES & CO., LTD.
STOKENCHURCH
TELEPHONE RADNAGE 415

P. CAMM PRODUCTION

Still Higher Quality

- FIRESIDE CHAIRS & THREE-PIECE SUITES
- WOVEN FIBRE CHAIRS
- TABLES
- LINEN BASKETS

P. CAMM LTD.
QUEEN STREET, BASFORD
NOTTINGHAM
Tel.: NOTTINGHAM 75311

Colorites

TUFTING BUTTONS

High Quality Low Price

WATSON & EWEN LTD

HAZELMERE, HIGH WYCOMBE. TELE.: PENN 2358

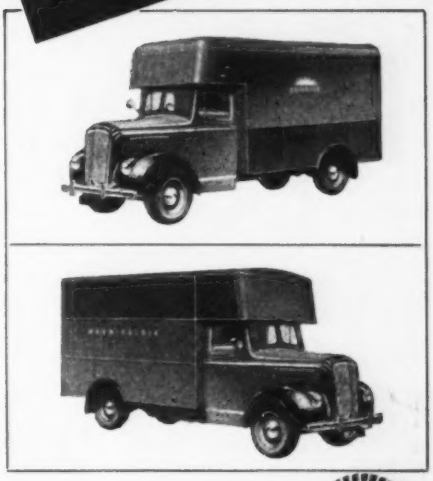
This 1½ Ton Chassis

is complete with front end scuttle and windscreen pillars

A special MORRIS-COMMERCIAL feature your body-builder will welcome

The Morris-Commercial 1½ tonner is available as a drive-away chassis complete with front end scuttle and windscreen pillars which greatly simplifies the owner's instructions to his body-builder.

The standard drop-sided truck is fitted with a **three-seater** all steel cab, the driver's section of the bench type seat upholstered in Dunlopillo. This, coupled with a most modern ventilating system ensures maximum driver comfort. The interior dimensions of the standard truck are 9′ x 5′ 9″ x 1′ 6″.



MORRIS-COMMERCIAL

MORRIS COMMERCIAL CARS LTD., ADDERLEY PARK, BIRMINGHAM, 8.

Overseas Business: Nuffield Exports Ltd., Oxford and 41, Piccadilly, London, W.1.

London Distributors: Morris House, Berkeley Square, W.1.

BMC

WE CAN PHOTOGRAPH YOUR FURNITURE
AT THE FACTORY OR IN OUR STUDIOS

OUR LONG EXPERIENCE ENABLES US TO OFFER FIRST RATE WORK WITH A SPEEDY SERVICE

ADAMS STUDIOS LTD.
99 OXFORD ROAD
PHONE 821 HIGH WYCOMBE, BUCKS

"CHAIRMAKERS FOR A CENTURY"

H. J. BERRY & SONS LIMITED
KIRK MILLS
CHIPPING
LANCS

DINING CHAIRS

No. 767A
TELEPHONE: CHIPPING 226

★ *Stock* THE FLOOR COVERING *that Sells!*

PEOPLE ARE INSISTING ON

Belmont
SISAL CARPET

20 COLOURS AND DESIGNS

For use in :—
- DINING ROOMS
- KITCHENS
- BEDROOMS
- CLUB ROOMS
- PAVILIONS etc.

For hardwearing long-lasting service, Belmont Sisal Carpeting is the obvious choice. This economical floor covering is easily laid and is made in 20 gay, attractive colours

★ *Trade enquiries invited*

Sole Manufacturers:
THE BELFAST ROPEWORK CO. LTD. N. IRELAND

M. Jaffe Ltd

Manufacturers of:

Bedroom and Dining room Suites
Gent's Fitted Robes · Bookcases · Bedsteads

74-76 LIBRA ROAD
OLD FORD LONDON E2

Tel: ADVance 1572

Registered design 869,722
(World patents applied for)

FLEET FURNITURE

Fleetrobe

THE ONE-PIECE BEDROOM SUITE

WHEN IT'S SEEN

IT'S SOLD

Fleetrobe suitable for any bedroom, now permits the smallest room being furnished more completely than ever before.

The sliding doors allow the bed to come within a foot of the robe front if necessary, still giving complete accessibility to its deep interior which will hold a minimum of 10 suits or 12 full length dresses. A useful addition is the shoe rack.

A gentle pressure on the end panel and it opens to reveal a three-quarter length mirror on the reverse side. Within the robe is a nest of drawers (the top drawer being partitioned) and four storage shelves above. Left or right hand opening as required.

Fleetrobe has been planned and produced in the best tradition, with the added benefits of modern design combined with craftsmanship and offered at a very competitive price.

MAXIMUM ACCOMMODATION AND ACCESSIBILITY WITHIN THE MINIMUM SPACE

BYFLEET FURNITURE LTD

YORK ROAD · BYFLEET · SURREY

Telephone : BYFLEET 372-3050

PRECISION Engineering in WOOD

in **WOLVERHAMPTON** — *the heart of the Midlands*

EVER-TIDY
KITCHEN CABINETS

The leading manufacturers of all-wood Kitchen Cabinets in the Midlands for the Midlands.

Good design—Sound Construction—Superior Finish.

EVER-TIDY PRODUCTS LTD.

145-146 LOWER STAFFORD STREET, WOLVERHAMPTON

Telephone: Wolverhampton 24851

UNSOLICITED TESTIMONIAL TO ONE OF OUR STOCKISTS

HALL GREEN
BIRMINGHAM
May 29th, 1953

Dear Sirs,

I feel I must write to you to let you know how satisfied I am with the Chair you had made for me. It is very comfortable ***and I shall not buy any other type of Easy Chair again.***

AND THE DOCTORS ARE RECOMMENDING THEM !!

HEWSON BATES LTD.

SPRUNG FRAME CHAIRS

Telephone: GERRARDS CROSS 2535

SHOWROOM SERVICE

CARPETS
RUGS
LINOLEUMS

HUNTLEY'S
of
BRISTOL

176—178 ASTON ROAD

Telephone: 57806—7

LIVERPOOL
Produce Exchange
VICTORIA STREET

28th SEPT.—2nd Oct. inclusive

THE GILBERT GROUP

extend a most cordial invitation to all their friends in the trade to visit an exhibition of **GILBERT'S** latest Imported shaped Walnut Bedroom and Dining Room Suites, together with a new range of **GAYWOODS** Dining Room Suites in Oak, Walnut and other exotic veneers.

Mr. George Holdsworth and Mr. D. G. Read will be in attendance

D. M. GILBERT & CO. LTD.

11/12 MALLOW STREET, LONDON, E.C.1. *Telephone: CLErkenwell 4224/5*

NEW!

quickly changed

USABLE OVER AND OVER AGAIN!

Clip numerals into base; pin or stand anywhere. Unlimited price combinations. Numerals solid white plastic; washable. Size ½". Sets from 37/6. Alphabet sets to match.

Send for FREE SAMPLE

Kennett
PRICE MARKERS

Eastgate St., Winchester, Hants

UNIVERSAL FITTINGS
(KINGSLAND) LTD.
Cabinet Ironmongers and Brassfounders

Large Selection of

HANDLES · LOCKS · STAYS · CATCHES
BOLTS · HINGES · SCREWS · GLUE · CASTORS
CHAINS · DOWELS · MOULDINGS
COCKTAIL FITTINGS AND KITCHEN
CABINET FITTINGS, ETC., ETC.

Always in Stock

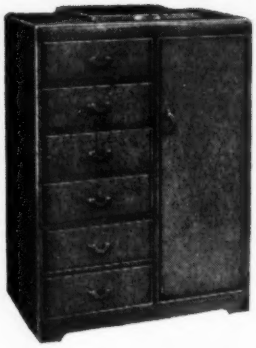
127-129 HAGGERSTON RD · LONDON · E.2

Telephones: SHOREDITCH 6639 and 4099
Telegrams: UNIKING, BETH, LONDON

moonrise
Bedding

DAVID BROS
CAMBRIAN BEDDING WORKS
GILFACH GOCH, GLAMORGAN
Tel: Gilfach Goch 42

MAUBARD



THE
"MINIROBE"
A Bedroom Suite in one piece
Oak or Walnut
4ft. high 3ft. wide
21 in. deep
NO TAX

• • •

Send also for details of 4ft. "SAVILLE" and "CORONATION" Suites in Walnut

Deliveries to all parts by our own vans

MAUBARD (Furniture Manufacturers) LTD.
86 DERBYSHIRE STREET, LONDON, E.2 BIS 7850/1838

Acclaimed in every Ideal Home

Super PANTRIX

Kitchen Cabinets

97-99 Shrubland Rd.
DALSTON
LONDON E.8.
Telephone: CLIssold 2756-7

A. FOGEL & SONS LTD

STOCKROOM SPOTLIGHT

THE MARK OF QUALITY
AVP GROUP

SWANSEA
NEXT WEEK

Woodland Furniture (London) Ltd., and Welsh Furniture Industries Ltd., will be holding a joint stockroom next week at Swansea. Featured will be the "Woodland" range of Bedroom suites including the "People's" oak suite and the "Neatette" range of kitchen Cabinets. "Fitrobe" fitted 'robes will also be shown.

SWANSEA
NEXT WEEK

WOODLAND FURNITURE (LONDON) LTD., and WELSH FURNITURE INDUSTRIES LTD.

invite you to visit their joint stockroom at

Y.M.C.A. HALL, THE KINGSWAY, SWANSEA

Daily 9 a.m. to 6.30 p.m. **Monday 28th September to Friday 2nd October, 1953**

In Attendance:

Mr. M. M. Collings *(Sales Manager—Welsh Furniture Industries Ltd).*
Mr. R. L. Bailey *(Sales Manager—Woodland Furniture [London] Ltd.)*

Next Stockroom: Royal Hotel, Norwich, 5th to 9th October.

CHAIRS

for the Dining Room

OAKRIDGE CHAIR WORKS LTD

CHAIR MANUFACTURERS & UPHOLSTERERS

OAKRIDGE ROAD · HIGH WYCOMBE · BUCKS

TELEPHONE: **RADNAGE 222**

REPRODUCTION CHAIRS

DINING CHAIRS, DRESSING
STOOLS & MUSIC STOOLS
by

GOODCHILD BROTHERS

HIGH CLASS CHAIR MANUFACTURERS
WEST WYCOMBE ROAD,
HIGH WYCOMBE
Tel: 1406

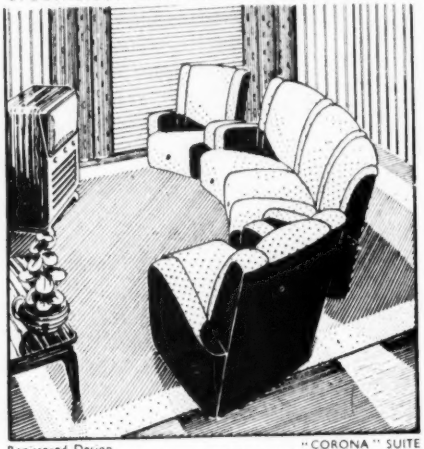
● *PERIOD REPRODUCTIONS*

Gloria

CABINET WORKS LTD.,
ST. PETERS ROAD,
MAIDENHEAD *(Phone: 2468)*

TELECIRCLE
Unit Upholstery Ltd.

RONALD STREET
NOTTINGHAM
SPECIALISTS IN TELEVIEWING UPHOLSTERY



Registered Design "CORONA" SUITE
CURVED FOR BETTER VIEWING

F. NASH & SON
Furniture Manufacturers

Lane End Road : Sands
HIGH WYCOMBE

DINING CHAIRS
HOTEL CHAIRS
DRESSING STOOLS

F. NASH & SON MANUFACTURERS &
Fashion
CHAIRS

OFFICE CHAIRS
AND
STOOLS

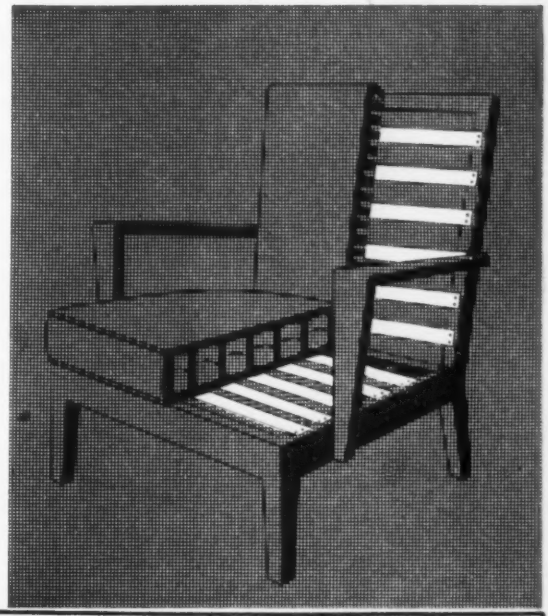
Telephone:
HIGH WYCOMBE 1071

IMPORTANT ANNOUNCEMENT

PIRELLI *patented resilient webbing*

Will be in production by the 15th November at the Burton-on-Trent factories at Pirelli Ltd. This will enable a greater proportion of orders to be executed speedily at reduced costs.

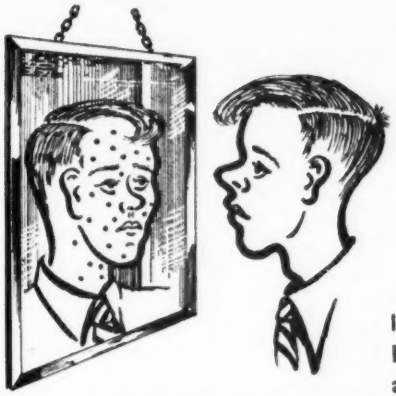
Since the first introduction of this revolutionary product to this country, many furniture manufacturers have found it to be the ideal answer for efficient, long-lasting and low-cost upholstery in a wide range of chairs, divans, settees and beds. Proved and tested over several years on the Continent, Pirelli Resilient Webbing is now available to YOU . . . . swifter, cheaper and in larger quantities. We welcome your enquiries.



PROGRESS MERCANTILE COMPANY LIMITED

72-74 Tooley St · London SE·1

TEL: HOP 3666-7 · GRAMS: Procanta, Sedist, London



SUFFERING FROM SPOTS?

Is trouble with your mirrors giving you a headache? Like rheumatism, the trouble is caused by damp and acids, but in this case it is the delicate reflecting film of silver that is attacked. On every one of our mirrors the silver is protected from harm by a tough electro-plating of pure copper, thus completely sealing off the silver from any contact with the air. This extra protection costs you no more and ensures trouble-free mirrors that will remain in perfect condition for years.

PEARCE & CUTLER LTD.

BRIDGE ST., BROAD ST., BIRMINGHAM 1

Phone: MIDland 3584 (P·B·X) Telegrams: "GLASS," B'ham

TELEPHONE - HIGH WYCOMBE 584

A. J. ALLEN (HIGH WYCOMBE) LTD

BAKER STREET · HIGH WYCOMBE

MANUFACTURERS OF

COMMODE CHAIRS & STOOLS

D S

2004

Harris Goldstein

Limited

BANBURY WORKS
14A OLDHAM ROAD
MILES PLATTING
MANCHESTER 10
PHONE COLLYHURST 1439

Exclusively- Upholstery

Ah! SPRING CUSHIONS

ANY SHAPE OR SIZE MADE TO YOUR REQUIREMENTS IN YOUR OWN MATERIAL OR OUR VELVETEEN

Guaranteed regular WEEKLY SERVICE

NORTHERN SPRING CUSHION Co.

THE CUSHION MAKERS TO THE TRADE

17 NEW MARKET ST., COLNE, LANCS. Tel: Colne 441 & 1152

Enquiries invited

PIT BROS.

HIGH WYCOMBE

GUARANTEED FURNITURE

Peatey Bros.

Furniture Manufacturers,

148-50 ABERCROMBIE AVE

TELEPHONE: 1181

DINING CHAIRS

DRESSING STOOLS

FIRESIDE CHAIRS

POTTS & WARD Ltd.

ESTAB. 1883

Wholesale Carpet Specialists

London 69-71 GREAT EASTERN STREET, E.C.4 *Bishopsgate 3514-5*

Birmingham 20-22 WROTTESLEY STREET BIRMINGHAM 5 *Midland 3694*

Guaranteed to Government and B.S.I. standards

FLOCK OF EVERY KIND

JOHN RHODES & SONS LTD.

Anchor Mills, Batley, Yorks.

EST. 1840 Phone: Batley 35

CARTWRIGHT CHAIRS

ESTABLISHED 1869

B. CARTWRIGHT & SON, LTD.

MENDY STREET

HIGH WYCOMBE

TELEPHONE 580

BERGERE SUITES

J. S. SMITH (HIGH WYCOMBE) LTD.

COPYGROUND LANE,

HIGH WYCOMBE

Telephone: High Wycombe 245

Illustrated Catalogue & Price List sent on request

The Elizabeth Bergere Suite

J.S.R. FURNITURE

FURNITURE
for the
BOARD ROOM
OFFICE
HOTEL
★

Telephone:
HIGH WYCOMBE 2197

J. S. RACKSTRAW & CO., 461, LONDON RD HIGH WYCOMBE

CORK UNDERLAY
(for linos)

12 yd. x 1 yd. roll. 22/- (subject)

Also Carpet Feltine and Black Saturated Felts.

PERMANITE LTD., SALES,
OLD FORD, LONDON, E.3.
Tel: ADVance 4477 (10 lines)

WM. PLUMRIDGE LTD.
Furniture Manufacturers
Wycombe Marsh, HIGH WYCOMBE, Bucks
Telephone: High Wycombe 635

SPECIALISTS IN
DINING CHAIRS
AND
FIRESIDE CHAIRS

for WINDSOR CHAIRS
SCHOOL CHAIRS
Upholstered & Hardwood STOOLS
WHEELBACK CHAIRS

send your enquiry

ROSE & CO.
ELMER WORKS
WINCHMORE HILL, AMERSHAM
Telephone: AMERSHAM 502

DAVID SMALL & CO.

The FRAME MAKERS, undertake to supply Chair and Settee frames the way YOU want them.

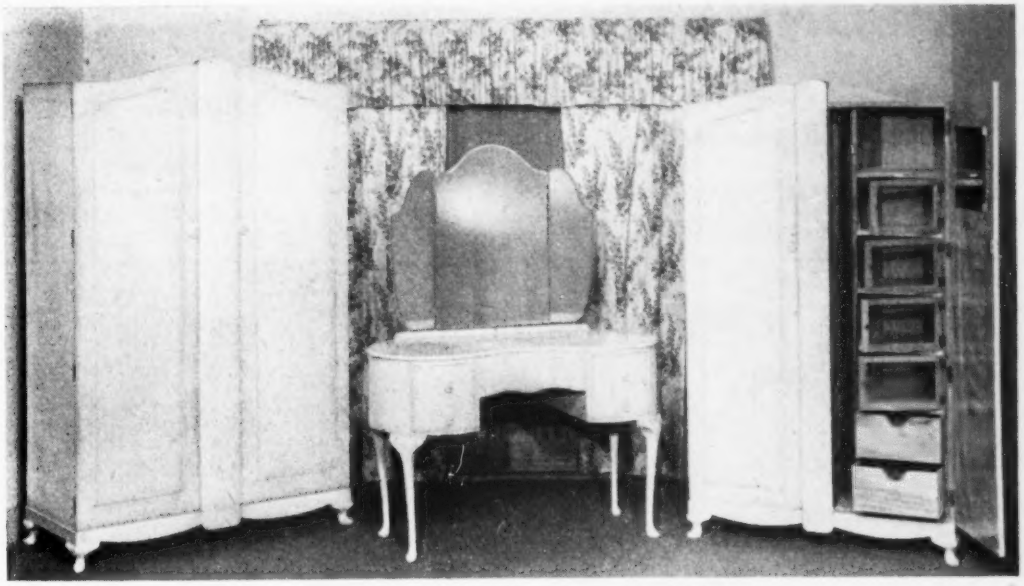
- Individual attention given to ALL enquiries.

WEST END STREET
MIDDLETON ROAD, OLDHAM
Phone: MAin 5725

TO MEET THE GROWING DEMAND FOR FURNITURE OF TASTE

WALNUT CABINET WORKS LTD.

Proudly offer THE "CHARLOTTE" REPRODUCTION SUITE, which is creating exceptional interest in ***Bleached Burr***



BEDSTEADS AND BEDSIDE CABINETS TO MATCH

THIS SUITE IS ALSO PRODUCED IN BURR, BIRD'S EYE AND WALNUT VENEER

45 VYNER STREET, LONDON, E.2

JUBILEE FLOATING SPRINGS LTD.

THE GRAND-UNION STREET

PLYMOUTH. Phone: PLYMOUTH 2536

LEEDS SHOWROOMS:

LIONEL ROBINSON & SON, 11 NEW STATION ST.

PHONE: 28358

J. PAMPHILON & SONS LTD.

Specialist Manufacturers of

Pams Upholstery

13, JORDAN STREET, MANCHESTER, 15

Telephone: CEN 4797

THE SIGN OF QUALITY

Melro Fabrics

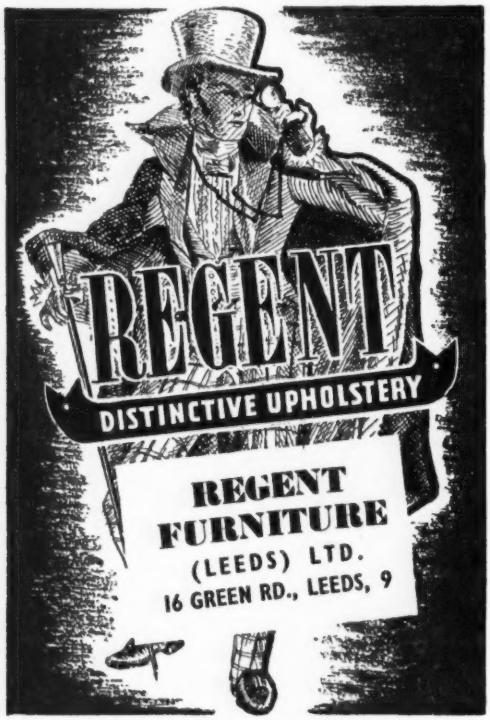
Supplied by

MELLORS, MUNRO & CO. LTD.

20 HUMBOLDT STREET · BRADFORD · YORKS

Telephone: 22064 *Telegrams:* Melro

SPECIALISTS IN MOQUETTES, TAPESTRIES, VELOURS, DAMASKS, BROCADES, ETC.



Wine Cabinet No. 301

A Fine Example of Quality

Period Reproduction Furniture from the range *of*

A. SAGE & STANLEY

71 RIVINGTON STREET, LONDON, E.C.2

Telephone: SHOreditch 3824

Vertical and Rotary Cutting Machines Sewing Machines for Cushions, Curtains and Upholstery—Candlewick Stitch—Moss Stitch—Embroidery, etc.

R. H. McCANN & CO. LTD.

74 OXFORD ROAD, MANCHESTER 1 Tel: Central 1952

HARRISON & BARDSLEY LTD

Wholesale Distributors of

CARPETS · MATTINGS · UNDERFELTS

MOHAIR RUGS · LINOLEUM · FELT

BASE · RUBBER MATS · NOSINGS

3/5 DANTZIC STREET, MANCHESTER, 4

Telephone: BLAckfriars 5063-5064

Period Trimmings

Ruches · Fringes
Braids · Cords · Tassels

All Upholstery Trimmings Made on Hand Looms

from the Actual Manufacturers

HANOVER TRIMMINGS LTD.

19, HANOVER STREET
LIVERPOOL

TELEPHONE - - - ROYAL 2655

BLUE GATE

PRODUCTS LTD.

NORTH STREET
PLAISTOW·LONDON·E·13

TELEPHONE: GRANGEWOOD 7731/2/3

KITCHEN CABINETS
HALF-CABINETS

WALL CUPBOARDS
AND TABLES

THE "Pride-O-Home" RANGE

Outstanding Value and Design

THE
"PRIDE-O'-HOME" RANGE
OF
KITCHEN FURNITURE
IS GIVING SATISFACTION
AND DELIGHT TO
DISCRIMINATING HOUSE-
WIVES THROUGHOUT
THE COUNTRY

"TO STOCK IS TO SELL"

FULLY ILLUSTRATED CATALOGUE AND PRICES OF OUR NEW RANGE OF "PRIDE-O-HOME" KITCHEN FURNITURE GLADLY SENT ON REQUEST

"Yours Faithfully"

the term governing our method of trading

FURNISHING HARDWARE

- SOLID OAK STAIR RODS
- WHITE ENAMELLED CURTAIN RODS
- WOOD PELMETS (ADJUSTABLE)
- DRAUGHT EXCLUDERS (OAK)
- DRAUGHT DOOR STRIP EXCLUDERS
- CASTOR CUPS (POLISHED)

Wholesale enquiries to the actual manufacturers

J. R. NICHOLS LTD.
12 BATEMANS ROW, E.C.2
WOOD MILL, 5-8 NEW INN BROADWAY, E.C.2
PHONE: BIS 0229

HARDWOODS, PLYWOODS, WALLBOARDS, DOWELS

THE
MERSEY TIMBER COMPANY

BROOKFIELD DRIVE · AINTREE · LIVERPOOL 9
Telephone: AINtree 4271/2. *'Grams: "MERTIMPLY" LIVERPOOL*

TUB CHAIRS

F 601/23

SAUNDERS & COLEMAN
252A DESBOROUGH ROAD, HIGH WYCOMBE
TELEPHONE: HIGH WYCOMBE 2296

COMFORT — all round the Clock!

SIDDALL & HILTON LTD.
ROYSTON—YORKSHIRE
Telephone: Royston 195

MANUFACTURERS *for the* FURNITURE UPHOLSTERY & BEDDING TRADES

WOOD COMPONENTS OF LONDON
of 17-19 WHITBY STREET
CLUB ROW · LONDON · E.1

Telephone: BIShopsgate 9730
Telegrams: Woodcomps, Edo, London

Three-Piece Suites in

HIDE, MOQUETTE and

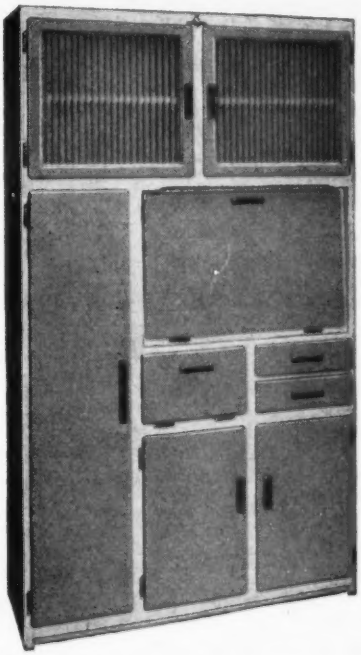
LEATHER CLOTH

★ *Illustrated Catalogue and Price List sent on request*

B. McCARTNEY

Furniture Manufacturers

63 CORDELIA STREET, LONDON, E.14. Telephone: EASt 3271



ANOTHER ATTRACTIVE HYGENA CABINET

The Princess

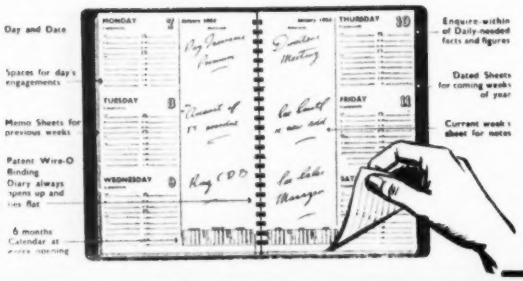
The highest grade 6′ x 3′ 6″ beautifully finished and fitted with ample work table, broom cupboard, metal bread container, baize-lined cutlery drawer, linen drawer, etc.

Hygena CABINETS

HYGENA CABINETS LIVERPOOL LIMITED
KIRKBY TRADING ESTATE, Nr. LIVERPOOL

Phone: Simonswood 2614-5. Grams: Hygena Liverpool

Have You Ordered Your "Week-to-View" Diary for 1954?



This extremely popular octavo-size Diary, displaying three days to a page and containing useful facts, figures and tables, is now available with acetate laminated board covers in Red, Brown, Blue and Black. Supplies are limited, so make sure of securing your copy NOW before stocks are all sold.

ORDER TO-DAY — from

SHAW PUBLISHING CO., LTD.

180 Fleet Street · London · E.C.4.

UPHOLSTERERS WAREHOUSEMEN

FURNISHING FABRICS & ALL SUNDRIES

★ *Speciality LEATHERCLOTH at Manufacturers prices*

Pattern Book on request

CABINET MAKERS SUPPLIERS

H. SION & SON LTD.

75 HACKNEY ROAD, LONDON, E. 2

Tel. SHOreditch 4528-9

ROBERT BRUCE & CO., LTD.

MAHOGANY HARDWOOD & VENEER IMPORTERS

175, THE ALBANY OLD HALL ST., LIVERPOOL 3

Tel. CENtral 7182 (2 lines) Grams "ACAJOU"

TRIGG & OLDFIELD

TELEPHONE WAKEFIELD 4403

● SPECIALISTS IN ALL TYPES OF BAR FURNISHINGS

PARK LODGE LANE
WAKEFIELD

3' 6" Monks Bench with sliding back forming table, incorporating lifting seat with storage space, tax-free.

Stanley Wood (Reproductions) Ltd.
(FURNITURE MANUFACTURERS)
MARKET SQUARE, OLNEY, BUCKS *OLNEY 296*

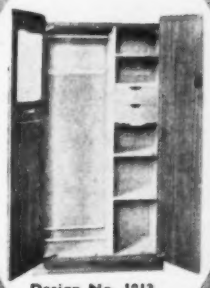
Write for leaflet showing full range: also bedsteads

The FRASER range sells *FAST!*

Show it and see

Design No. 1890
Bed-side Cupboard

Design No. 1874
Three drawer Dressing Table

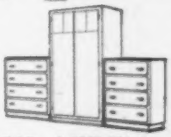


Design No. 1913
Fitted Wardrobe

H. S. FRASER Ltd. LONDON. Furniture Makers
By Appointment to the late KING GEORGE VI

FRASER
FURNITURE BEDS MATTRESSES

Well-made pieces — they look well and sell well, together or alone.



WHARF ROAD CITY ROAD LONDON N.1
Phone CLErkenwell 6361

SKULL

Period Furniture

WALTER SKULL & SON (1932) LTD.

HIGH WYCOMBE

HERKEL FURNITURE

HERMAN & KELLAND, LTD.

BEDROOM SUITE

MANUFACTURERS

34, Newton Grove, Pitfield St.
LONDON, N.1
SHOREDITCH 6948-9

QUALITY COUNTS

FURNITURE and UPHOLSTERY

BERESFORD & HICKS

CURTAIN ROAD, LONDON, E.C.2

PETTYS of LEEDS

Specialists in
DIRECT MAIL and
PRESS ADVERTISING
to the
FURNITURE TRADE

PETTY & SONS LTD.

WHITEHALL PRINTERIES, LEEDS.

TUFTS

Mattress Tufts of all kinds for Home and Export Markets

DAISY TUFTS LTD.

4-6 Coronet St., London, N.1
Phone: CLErkenwell 6808

VALUERS AND FIRE CLAIM ASSESSORS

Est. Over a Century. Tele.: LANgham 6721 (4 lines)

BEECROFT, SONS & NICHOLSON

OLDEST FIRM OF FURNISHING AND ALLIED TRADE VALUERS

32a Weymouth St., London, W.
Phone: Langham 6721 (4 lines)

FOR HARDWARE
for
Furniture
consult

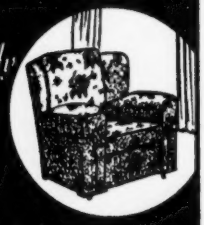
J. UNERMAN & SONS LTD.

81-91 Hackney Road, E.2

Telephone:
SHOreditch 7535-9

UPHOLSTERY of

Durability and Comfort



J. Sorenson LIMITED

79-81, KEMPSTON ST. LIVERPOOL, 3.

Mono

CURTAIN RAIL CO. LTD.

MONO WORKS
ADDRESS NOW
29 Hockley Hill
BIRMINGHAM : 18
Telephone: NORTHERN 2619.
Telegrams: "MONOCURAIL".

The "System" Desk Secretary

Keeps all your papers neatly out of sight, in orderly form, always available for instant reference. Simple, compact, inexpensive, it is an automatic reminder of jobs to be done and will save you time and money at every point of your day's work.

Write TO-DAY for Leaflet to

Shaw Publishing Co. Ltd., 180 Fleet Street, London, E.C.4

"JASTIC" LINO CEMENT
(for fixing all LINO and CORK)

FRENCH POLISHES
SPIRIT VARNISHES
OIL & SPIRIT STAINS, etc.

WAX POLISHES

JAMES JACKSON & CO.
(LONDON) LTD.
"MAJOR WORKS," MAJOR ROAD,
Jamaica Road, LONDON, S.E.16.
Telephone—BERMONDSEY 2862/3

DRESSING STOOLS
EASY CHAIRS
Incorporating a Wide Range

FIRESIDE CHAIRS
Of Latex Foam Models

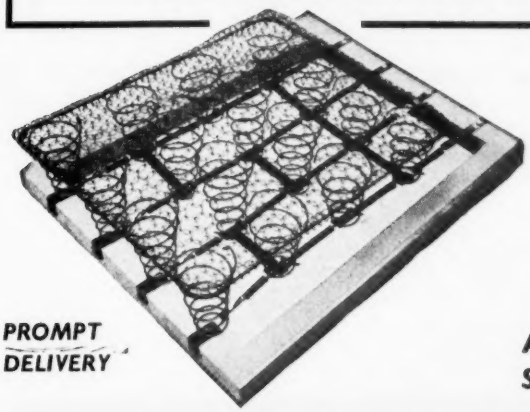
R.J. HOWLAND & CO. LTD.

TELEPHONE:
H. WYC. 352

OAKMEAD PRODUCTIONS
BRITISH MADE

OAKMEAD,
HIGH WYCOMBE, BUCKS.

BRITAIN'S COMPLETE SPRING SERVICE



★ Upholsterers' Springs
★ Seating Units
★ Cushion Units
★ Tension Springs
★★ Zig-Zag Springs

PROMPT DELIVERY

Also Manufacturers of Steel Spring Wires

RESILASTIC

TRADE RESILASTIC MARK

CHISWELL WIRE COMPANY LTD.

SANDOWN ROAD, WATFORD, HERTS · *Telephone-WATford 4216/7*

STEELUX

MAXIMUM

TRADE MARK

CABINET BEDS

Now Guaranteed for 3 Years

PIONEER MODEL This attractive cabinet bed is available in natural, golden or medium oak or in natural or brown walnut. An unusual feature which is often missed in occasional beds is the headboard. The rigid steel frame contains a square link mattress with specially hardened tension springs. Supplied complete with hygienic overlay mattress.

Distributors:
C. LAMB & SONS, LIMITED

VICTORIA WORKS, PALMERS RD., LONDON, E.2 Tel. ADV 3681-2

Telephone:
HIGH WYCOMBE 647

VERCO
FURNITURE

Telegrams:
VERE, HIGH WYCOMBE

WILLIAM VERE & Co LTD

SIDEBOARDS
TABLES
DINING CHAIRS

Craftsmen-made in
HIGH WYCOMBE

FIRESIDE CHAIRS
COMMODE CHAIRS

Joynson, Holland & Co. Ltd.

present

"Joyland"

For Every Home

Abercrombie Works,
High Wycombe

Telephone:
231-232

Wilkinsons
(BRADFORD)
LIMITED

BRADFORD. Head Office: Hall Lane. Tel. 29336
PONTEFRACT. Old Castle Works, Monk Hill
NOTTINGHAM. Leonard St., Cinderhill Rd., Bulwell

SPRINGWELL
UPHOLSTERY and BEDDING

FURNITURE
UPHOLSTERY
and
BEDDING

EST.
1874

SPRINGWELL
FURNITURE

W. FOXTON
6, Newgate St. London, E.C.1
Tel. City 2384 Grams Searchlight Cent London
PRODUCERS, CONVERTERS AND EXPORTERS OF FURNISHING FABRICS

The FURNISHING WORLD
AND FURNITURE, BEDDING AND UPHOLSTERY MANUFACTURER
Vol. xxxvi. No. 661 Subscriptions 40s. per annum, post free (45s. Overseas) 180 Fleet Street, E.C.4. Tel.: CHAncery 8844 (15 lines) September 25, 1953

Customers Who Cannot Keep Up Payments:

H.P. Firms Can Now Insure For Illness, Loss of Jobs

["World" Exclusive]

FURNISHERS who offer hire-purchase facilities can now obtain insurance coverage against the customer's illness, unemployment or accident which might prevent him keeping up the instalments.

Although policies covering accidents and deaths from accidents have been common enough since before the war, it is only during the past few months that coverage against unemployment and illness has been offered by insurance underwriters.

This means that if a customer paying for furniture in instalments happens to lose his job or be forced out of work through illness or accident and cannot meet his monthly commitments, the insurance company promises to maintain the payments until he is well again or until he finds a new job.

This new type of credit insurance policy already covers tens of millions of pounds.

There are slight variations in the schemes in different trades. In the case of bicycles and motor cars, policies are taken out on individual goods.

In the furniture trade it is common practice for a retailer to take out a group policy to cover all his customers, and for him to issue separate insurance vouchers to individual customers.

The premium for this type of cover is worked out on the amount of hire-purchase credit outstanding.

If, for example, a shopkeeper has about £2,000 owed to him by customers buying goods on hire-purchase the premium is 2 per cent on that, i.e., £40. These balances are normally added up at the end of each month and premiums paid on that basis.

Whether the shopkeeper passes these charges on to customers is a matter for individual decision, but the majority of shops running these schemes are apparently including part of the charge for the insurance in their credit charges.

Others are making a charge of 6d. in the £ (thus making a slight profit on the transaction) and adding that to the credit charges.

(Continued over page)

Big Fire Damage At A.&S. Hensher

THOUSANDS of pounds worth of damage was done by fire late last Friday night at the premises of A. & S. Hensher, Ltd., upholstery and chair frame manufacturers, Low Hall Mills, Holbeck Lane, Leeds.

The fire broke out on the first floor of the three-storey premises, and the brigade confined the blaze to that floor which contained a considerable quantity of furniture.

Mr. Stanley Hensher said: "It is inevitable that there will be some disorganisation, but we are doing our utmost to prevent any inconvenience to our customers."

Flock Mill Nearly Gutted

FIRE last week destroyed the Linnwood flock mill at Netherlee, Glasgow. The building was all but gutted but some machinery was saved and the management hope to resume production very shortly.

N.A.R.F. Asks the Chancellor:

CHANGE TAX IN JANUARY TO AVOID DISTURBING TRADE

IN a letter to the Chancellor of the Exchequer, the Merchandise Committee of N.A.R.F. has drawn attention to the prospect of grave disturbance of trade between now and next April in regard to goods subject to purchase tax.

The letter points out that it has been characteristic of pre-Budget periods in past years for the trade in taxed goods to be upset to some extent because of expectations of tax reductions. This has been increased because of the all-round cuts in rates last April and the belief that similar reductions will be made next year.

For these reasons, it is expected there will be a holding off of buying by the public and retailers will aim at reducing their tax-paid stocks to a minimum.

The committee, therefore, has asked the Chancellor that major changes in purchase tax should be made during January rather than in the Budget as this is the time when retail trading is at its lowest ebb and the resultant disturbance to trade would be at a minimum.

How H.P. Furnishers Can Insure Against Default

(*from previous page*)

The working of the insurance policies is particularly simple. Customers have simply to fill in a short insurance voucher which is immediately lodged with the insurance brokers organising the scheme, and no medical examination is required.

In order to get the benefits from the policy a customer has simply to produce his National Health Certificate or his National Unemployment Card. In the case of death from accident the total hire-purchase balance outstanding will be paid off.

In the event of accident, sickness causing incapacity, or unemployment the shopkeeper will receive weekly "a sum equal to one-quarter of the monthly instalment for the whole period of incapacity or unemployment."

This does not, of course, include seasonal unemployment and no payment is made for the first ten days of incapacity or unemployment.

Though most of the large London stores have so far not introduced these schemes, one large Birmingham furnishing group with some 26 branches recently began to offer the policies to customers, and another group covering London and the suburbs has done the same.

A growing number of small shops have also begun to operate these schemes, **and already the furniture trade accounts for something like one-half of all the credit insurance policies issued.**

The business is generally being run by two main insurance brokers, one of whom has been in this field since about 1935.

Though it is too soon to say whether these schemes will attract the majority of shopkeepers, evidence from the United States strongly suggests that this type of credit insurance will become a permanent feature of credit trading.

Experience In U.S.

Similar policies to those introduced here earlier this year have been offered in the United States since the war and have made tremendous strides in only a few years.

The United States Consumer Credit Insurance Association estimates that last year twenty million American families were protected against instalment obligations by consumer credit insurance. Between 1940 and 1951 credit life insurance (that is, excluding cover against accident and unemployment) increased by 800 per cent, and by 1951 amounted to 5,000 million dollars covering 12,500,000 people.

Last year alone there was a further expansion of 43 per cent, and this type of insurance totalled 7,500 million dollars covering 17,500,000 persons.

Similarly, between 1951 and 1952 credit accident and health insurance in the United States increased from 15 million dollars covering 1,000,000 people to 30,890,000 dollars covering 1,840,000 persons.

The advantage of these schemes from the customer's point of view is obvious enough, and further evidence can be quickly gained from sifting through the mail of the insurance brokers running the scheme and reading the thankful letters from customers who have been covered by these policies.

But they are no less useful to shopkeepers, who will be saved from the embarrassment of listening to customers' troubles and having to decide whether to be harsh or lenient when customers say they cannot keep up their instalments.

Whether the cost is reasonable or not will have to be left to the reaction of the general public.

Robert Sayle's Extend Furnishing Depts.

In the newly-opened New Elizabethan furniture department at Robert Sayle (Peterborough), Ltd., are (left) Mr. A. G. Hurrell, general manager, and Mr. R. G. Yates, furnishing manager. ("World" picture.)

IMPORTANT expansion of the furnishing side of their business made by Robert Sayle (Peterborough), Ltd., departmental store, Cowgate and King Street, Peterborough, Northants, includes the opening up of the third floor as showrooms for New Elizabethan furniture; enlargement of the carpet department and improved layout for household linens section on the first floor.

The additional floor for the display of New Elizabethan furniture is equipped with a series of model furnished rooms with a centre-floor array of upholstery, and flanking sections for bedroom suites, dining sets and occasional pieces.

Traditional furniture is now displayed on the floor below.

The bigger area for carpets has permitted the introduction of a built-up display of stair carpeting and matting in a special section. The adjoining household linens department has been reorganised.

Speaking to a *World* reporter, Mr. A. G. Hurrell, general manager, said: "Our New Elizabethan furniture floor is attracting a lot of attention and is certainly promoting interest in this style of furnishing."

Mr. R. G. Yates is manager of the furniture and carpet departments. Manager of soft furnishings and household linens is Mr. J. N. Stokes.

Displays for Carpet Fortnight

OWING to the tremendous demand from retailers for display material for Carpet Fortnight, all stocks of the complete packs of the original print order of 7,000 have been sent out.

An emergency printing of extra supplies of paper posters has been arranged, and by the end of next week all retailers who have applied for material or extra material will receive adequate supplies of these posters.

Scots Co-ops. May Close One Furniture Factory

£4,000 A Week More Trade Needed

UNLESS the trade of the Scottish Co-operative Wholesale Society's furniture factories increases by £4,000 per week to the economic figure of £12,000, one of the three factories may have to be closed.

This announcement was made at special meetings of the shareholding retail societies held at Glasgow, Edinburgh and Dundee.

At the meeting in Glasgow Mr. John M. Davidson (president of the S.C.W.S.) stated that a firm of industrial consultants had informed the directors that although they would be able to effect improvements in the internal organisation of the factories, such improvements would not be sufficient to secure an economic level of production.

If increased sales of at least £4,000 per week could not be achieved, then a drastic reduction in overhead expenses would require to be effected, and it would probably include the concentration of production into two factories instead of three.

—but the C.W.S. Furniture Drive Is Claimed Successful

FIRST reports from the retail co-operative societies on the C.W.S. "Furniture Fortnight" indicate an appreciable quickening of public interest in C.W.S. furniture and bedding.

An outstanding example of the local successes achieved is provided by the group of co-operative societies in the Merseyside area who launched the campaign with a full-page advertisement in the most widely-circulated Liverpool evening newspaper on the eve of the campaign.

All the societies covered by this scheme reported an increase not only in enquiries for the specifically-advertised items, but also in actual business.

The Liverpool society, for instance, reported that the first Saturday's business gave the furnishing department its best week since the trade recession, and that business was continuing briskly during the ensuing week.

The St. Helens Society stated its figure for the week was £600 up on the corresponding week of last year, whilst Birkenhead and District Society announced £700 worth of new business on the opening day alone.

AT THE HUDDERSFIELD OPENING

In the new showrooms opened by Whitfields, Ltd., Ramsden Street, Huddersfield, Mr. H. M. Vickerman, furnishing director, explains a point about a dressing table to Mr. J. R. Whitfield, chairman and managing director. These showrooms house the furniture division of the business and are in addition to the main premises which are fifty yards away in Ramsden Street. (A full report of the opening appeared last week.)

GUS Branch Adds Furniture

Mr. E. Fairfield, furnishing manager (right), with Mr. E. L. Wilkes, area supervisor, in the furniture department at the Peterborough branch of Alexander Sloan & Co., Ltd. ("World" picture.)

THE recently opened branch store of Alexander Sloan & Co., Ltd., in Church Street, Peterborough, Northants, now has a furniture department on ground level, adjoining soft furnishings and household linens.

Furniture is exhibited on either side of the adjacent showroom, and is sectionalised for bedroom suites, dining set, three-piece suites, fireside chairs, kitchen furniture, floorcoverings and occasional pieces.

Mr. E. Fairfield was recently appointed furnishing manager of this branch store.

And GUS To Extend in Ulster

ACCORDING to Mr. M. H. Price, managing director of John Robb & Co., Ltd., furnishers and drapers, of Castle Place, Belfast, Great Universal Stores are planning big expansions in their activities in Northern Ireland.

Mr. Price, who is also managing director of a number of Scottish subsidiary companies, said that Robb's Ulster business had expanded greatly since the end of the war, and sales were rising rapidly.

He claimed that the three-year development plan in Robb's would make it the finest store outside London.

Death of Mr. D. K. Brown

THE death is announced of Mr. Douglas King Brown, Scottish representative of B. Couts & Sons, Ltd., the upholsterers' warehousemen, 2 & 4 Norfolk Street, Glasgow, C.5.

Mr. Brown had been connected with the company for the last 30 years.

Scots Carpet Man Tilts At Design Council

And Mr. R. A. Maclean Replies

ONCE again Mr. John Anderson, managing director of Templeton's, the famous carpet manufacturers, has entered the fray on the question of design.

Recently he described an attack on Scotland's lack of design, particularly in the carpet trade, made by Mr. Gordon Russell, director of the Council of Industrial Design, as "utter nonsense." (*Reported in September 11 issue.*)

Last week he crossed swords with Mr. R. A. Maclean, chairman of next year's Scottish Industries Exhibition, who told a Press conference: "Scots lead the world in design and quality."

Mr. Anderson pointed out that Mr. Maclean is also chairman of the Scottish Committee of the Council of Industrial Design and asked:

"Mr. Gordon Russell was responsible for the statement that Scottish carpet manufacturers' designs were poor while Scottish furniture manufacturers' designs were bad.

"If it may be assumed that the C.O.I.D.'s Scottish chairman and London director are agreed on what is good and bad in design, would Mr. Maclean suggest that Scottish carpets and furniture should be excluded from the 1954 exhibition

"Or could it be that Mr. Maclean is not in agreement with Mr. Russell?"

This was Mr. Maclean's reply:—

"As Mr. Anderson well knows, the standard of British carpet design is generally considered to be as high as, if not higher than, that of any other country in the world, and in that matter of design and quality Scottish carpet manufacturers are certainly fully on a par with the best that is produced elsewhere in the United Kingdom.

"When freedom returned to the industry Scottish furniture manufacturers immediately responded and it is probably not too much to say that, in addition to returning to their traditional styles, Scottish manufacturers pioneered the best in New Elizabethan design as we know it to-day."

Among other industries for which Scotland was famous was that of linoleum—in all these industries good design played a most important part:

"I have no doubt we could do better, and I have certainly never claimed that we are perfect," he added.

As chairman of the Scottish Committee, Mr. Maclean said he was not responsible for, nor was he bound by, statements made by Mr. Gordon Russell. The members of the Scottish Committee received their appointments direct from the President of the Board of Trade and were not a subsidiary body.

New Carpets Sales Floor Added

Mr. O. F. Smart

EXPANSION of their business has been made by Richmond Furnishing Company, 40b Long Causeway, Peterborough, Northants, by the opening of an additional showroom on the second floor for carpets and matting.

Mr. O. F. Smart, co-partner and buyer, said this latest development has enabled more space to be given to furniture, bedding and upholstery in the three first-floor showrooms.

Other principals are Mr. A. F. Smart and Mrs. J. N. Smart, secretary.

To make "Bed-Max" under licence

BENMAX BROS., LTD., 22 Mare Street, Hackney, E.8, have appointed Waverley Upholstery Works, 67 High Street, Dalkeith, Scotland, as area manufacturers (under licence) of their patent "Bed-Max" settee-bed.

Bluestone & Elvin

Bluestone & Elvin, Ltd., ask us to stress that all furniture made by them conforms to the B.S.I. Standard, and that every piece leaving their works bears the Kite-mark.

Brisk Demand for Carpets

AT the present time, the demand for carpets is brisk, and the reopening of the Australian market is bringing insistent pressure after being virtually closed for over a year, says Mr. E. H. O. Carpenter (chairman and joint managing director), commenting on the accounts circulated in advance of the 63rd annual general meeting of The Carpet Manufacturing Co., Ltd, which will be held at Kidderminster on October 8.

He adds that the danger at the moment lies in the uncertainty as to the future of the raw wool market, with the question of whether the reaction upwards from the prices of last year has now gone too far.

"It would be only prudent to be prepared for some recession in wool prices, though within narrower limits than confronted us before."

Another Storey for Notts Furnishers

Extensive alterations, including an additional storey, are in progress at the premises of Sail Bros., Ltd., furnishers, 24 Nottingham Road, Stapleford, in Nottinghamshire.

Scots Firm Opens Big London Furnishing Shop

ON Monday a London retail furniture store was opened by Boswell & Co. (Glasgow), Ltd., at 37-48 Houndsditch. The new store is one of the largest of its kind in Britain.

With showroms on five floors (one of which is 10,000 square feet in area) it gives London customers an opportunity to view a really comprehensive range of furnishings in a setting spacious enough to show them to full advantage. General manager of the new store is Mr. Charles D. Hall.

Furniture displayed includes a wide selection of three-piece suites, dining sets and occasional pieces in popular and more exclusive price ranges. There is also an extensive bedding section and a floor devoted to all kinds of British and continental carpets.

The offer of excellent hire purchase facilities is a feature of the sales policy.

The decoration of the showrooms, not yet fully completed, is original and pleasing. Noteworthy is the bedding section where a series of white-framed alcoves with pastel backcloths forms an effective means of displaying mattresses.

The large window area is also used to good purpose. Particularly eye-catching is the "Sleepy Valley" display where a mattress "floats" above a silhouette of the London night-time sky-line.

The National Association of Retail Furnishers are at present approaching stores in the Birmingham area for their views on the holding of a combined furnishing exhibition in the city.

This Store Will Be Doubled

The present premises of Alexander Thomson (Furnishers), Ltd., which are to be enlarged by the erection of additional premises on an adjoining site. ("World" picture.)

LARGE-SCALE development plans have been drawn up by Alexander Thomson (Furnishers), Park Road, Peterborough, Northants, to erect additional premises on an acquired site in Westgate, adjoining their existing store which has a 130 ft. frontage extending down Park Road from a corner-site in Westgate.

The planned extension, which will marry-up with the firm's present showrooms, will double the display space and provide room for several new departments.

Mr. Alexander Thomson, managing director, told a *World* reporter that it is proposed to make the enlarged business a complete furnishing store. "New departments to be introduced will cover soft furnishings, furnishing ironmongery and electrical appliances. A new bedding centre will be a feature of the reconstructed store," he added.

Mr. Alexander Thomson, managing director (left), with Mr. J. A. Bellamy, director and buyer of Alexander Thomson (Furnishers), Ltd.

Other directors of the firm are Mr. J. A. Bellamy, who conducts the buying, and Mrs. A. Thomson.

Mr. Neil Thomson, son of the managing director, has now entered the business.

Graham's Buy Sheffield Firm

THE furniture business established in 1898 by Mr. E. Graham at 39 The Wicker, Sheffield, is now part of the organisation of J. Graham (Furnishers), Ltd., of Sheffield.

When Mr. E. Graham died about two years ago the business was carried on for a while under the supervision of his son, Dr. B. Graham. But owing to his professional interests he was unable to devote much time to it, and eventually the executors of the estate decided to approach J. Graham (Sheffield), Ltd., with a view to selling them the business.

Although Mr. E. Graham was an uncle of Mr. Harold Graham, a director of the Graham organisation, the business in The Wicker was independent of the larger firm until recently.

After buying the store, Grahams decided to make alterations to the premises to bring them into line with their other properties. After a reorganisation sale, structural alterations were made both inside and outside the shop.

The store manager is Mr. F. Bremner, who has managed the shop for the past 30 years. He is well-known to members of the trade in Sheffield.

New Chain for North?

A NEW three-storey furniture store is being opened at Nottingham House, King William Street, Blackburn, by Chesterfields to-morrow, Friday.

Chesterfields have been established elsewhere in King William Street, Blackburn, for some years, and the removal to new premises places greater space at their disposal.

Six furnishing stores are controlled by Chesterfields in Lancashire and the Potteries, and alterations are planned to the headquarters store in Bury Old Road, Manchester.

Mr. S. Latin, managing director, told *Furnishing World*: "It is likely that we may open new branch stores."

Viewpoint

THERE is a very special interest for hire purchase furnishers in an exclusive story published in this week's issue. It outlines a new form of insurance cover which, although it has been popular in the States since the war, has only recently been introduced into this country.

Briefly, for a premium of about two per cent on the total amount of a trader's outstanding hire purchase debts, he may insure all his customers against inability to maintain payments through illness, unemployment or accident.

★★ Policies covering accidents, and deaths from accidents, have not been uncommon for some time; *but the new form of insurance covers perhaps the most frequent causes of overdue payments.*

It is apparently a very simple transaction. No medical examination is necessary, and the customer has merely to fill in a short form. Then, in the event of sickness or unemployment, the trader receives from the insurance company a weekly payment, equal to a quarter of the monthly instalment, for the whole period of incapacity or unemployment.

★★ Our correspondent says that already the furniture trade accounts for something like a half of all the credit insurance policies issued. And, since this new-type cover has proved so successful in America and has already been adopted in this country by certain multiple furnishers in London and the Midlands, it is likely to become a permanent factor in our hire purchase trading.

Perhaps one of its greatest benefits is that the trader will be saved from the embarrassment of sifting customers' tales of woe, and deciding whether lenient or severe treatment is necessary with those who say they cannot, temporarily, maintain their payments.

Furnishers' Bookshelf

London had a Vast Furniture Industry in the 1700's

IF you were to ask the average man-in-the-street the names of some eighteenth century furniture makers, he would probably give you Chippendale, Sheraton, Hepplewhite, Adam—and possibly Shearer. Yet in the period between 1660 and 1840 there were hundreds of highly-skilled cabinetmakers and upholsterers whose work had equal value, although it has become overshadowed by the famous names of those who have been dubbed the Old Masters.

In a book just published, which will probably prove more interesting to furniture men than many that have appeared during recent years, SIR AMBROSE HEAL has brought to light the names of eminent makers whose work places them on a par with those craftsmen whose publications have made them widely known.

In this book* no fewer than 210 pages are devoted to a selected list of cabinetmakers, upholsterers, carvers and gilders working in London between 1660 and 1840, with reproductions of many beautifully engraved trade cards in use during the period.

Some of these trade cards show designs of fine eighteenth century furniture, many of which are at first indistinguishable from the work of such famous men as Chippendale and Sheraton but which, on closer inspection, show considerable deviations in style.

Sir Ambrose, with the aid of carefully documented information by such authorities as Ralph Edwards, Margaret Jourdain, Constance Simon, H. Clifford Smith and R. W. Symonds, has been able not only to track down these makers of fine furniture but to give their dates and the addresses of their workshops.

This proves that, contrary to general belief, there was a vast and flourishing cabinetmaking industry in London during the eighteenth century—and not just a few scattered workshops like that in St. Martin's Lane.

Little is known about the size and condition of these workshops during the period but some of them must have been on quite a considerable scale. Chippendale had been established in a little court off Long Acre only four years before he launched out into larger premises in St. Martin's Lane, and to these he soon added three adjoining houses. This gives some idea of his rate of expansion, but the mere fact that he was in a position to publish so elaborate a catalogue as his "Director," with 160 large engraved plates, shows that he was conducting a flourishing concern.

The whole book is a fascinating story of a period in furniture design and manufacture which so many people believe they know—but of which Sir Ambrose has proved that so little, indeed, has been known.

The book also includes a chapter by R. W. Symonds on the problem of identification of old English furniture with its makers. This, together with a long historical introduction by the author, alone makes the book of intense interest.

* *The London Furniture Makers, 1660-1840: Sir Ambrose Heal: B. T. Batsford, Ltd. £6 6s.*

☆ ☆

Merchandise Marks Acts Explained

A BOOKLET called "Trade Descriptions and the Merchandise Marks Acts" has been published by the Retail Trading-Standard Association.

Recent amendments to the Act of 1887 are incorporated in the Merchandise Marks Act, 1953, and are so important that a working knowledge of the Acts is absolutely essential to all those in any way connected with the advertising or sale of consumer goods.

The R.T.S.A. booklet is written in simple language, covers the Acts as they concern trade descriptions, and gives examples of what may be considered false descriptions under the various sections of the Acts.

Copies may be obtained post free from R.T.S.A., 356 Oxford Street, London, W.1, for 1s. 6d.

Furnishing Diploma: Exams for Correspondence Students

Examinations for students taking the National Furnishing Diploma Course by means of the Pitman correspondence method will take place on October 26 and 27.

personally speaking...

NEWS OF PEOPLE YOU KNOW

NEWLY appointed northern area supervisor of J. Graham (Furnishers), Ltd., Sheffield, is **W. J. Whiteside,** formerly general manager of Butterfields & Massies, Ltd., Barnsley. The previous northern area supervisor, **C. B. Mullins,** is now southern area supervisor for the organisation. **W. E. Gasson** has returned to Butterfields & Massies as general manager, a position he gave up a few years ago to become buyer for all drapery lines for the Graham organisation.

☆ ☆

THE managing directorship of J. R. Roberts Stores, Ltd., Stratford, London, E., is being given up by **W. Williams.** He will join John Barker & Co., Ltd., Kensington, at the end of this month as manager of the furnishing departments.

☆ ☆

FROM **Douglas Johnson** comes a note to tell me that he has been appointed manager and buyer for George Sanders, the St. Annes-on-Sea furnishers with whom he has been for 14 years. In the last nine years he has been successively first sales, buyer, and assistant manager. He joined the firm immediately on leaving school in 1939.

☆ ☆

I AM glad to report that **Lionel Cinnamon,** managing director of J. Cinnamon, Ltd., is making good progress and is now out of hospital convalescing and hopes to be back at business shortly.

☆ ☆

A DINNER was given by the directors of The Times Furnishing Co. at the Midland Hotel, Birmingham, last week to commemorate **Arthur Segel's** 25 years as manager of the Birmingham branch of the firm. Mr. Segel was presented with a gold wristlet watch by the firm in the presence of 110 of his colleagues.

☆ ☆

HIS many friends will be sorry to hear that **R. Parkinson,** the Priory Road, Spalding, furnisher, has been ill since the latter part of July and is now in the Johnson Hospital, Spalding, for observation. I am sure they will join me in wishing him a speedy recovery.

☆ ☆

I HAVE good news of **A. J. Russell,** furnishing buyer for the London Co-op., who, as I reported on August 21, is in the North Middlesex Hospital suffering from high blood pressure. A member of his staff who visited him on Monday tells me that she found him looking very much better and hopeful of being out again soon.

☆ ☆

ALSO in hospital is **R. Watson,** Eastern counties representative for Beautility Furniture, Ltd. He hopes to be back in harness early next year.

☆ ☆

APPOINTED to the board of Tan-Sad Holdings, Ltd., the pram and invalid chair firm, is **J. H. Bickerstaff.**

☆ ☆

THE board of McDonalds, Ltd., Glasgow, a member of the House of Fraser Group, has been joined by **A. Noel Smith.**

☆ ☆

NOW chairman of Blackwood Morton & Sons, Ltd., the carpet manufacturers, is **Robert Morton,** the firm's managing director. He succeeds his father, **Gavin Morton,** who has resigned. Mr. Gavin Morton became a director of the company on its formation in 1908, and for many years was managing director and chairman.

☆ ☆

THE marriage took place at St. Hilda's Church, West Cliff, Whitby, last week of **Alan Grieveson Brandon** and **Miss Mavis Kinnersley Woodhead,** daughter of **Arthur Sawdon,** who is a well-known local furnisher.

☆ ☆

ANOTHER wedding of interest to the industry was that of **Nigel F. Stone,** a member of the firm of Frank Stone, Ltd., carpet manufacturers, Green Street, Kidderminster, and **Miss Betty Frith.** Mr. Stone represents the fourth generation in the family business founded by his great-grandfather in 1870, of which his father, **Frank R. Stone,** is chairman and managing director.

☆ ☆

AFTER 50 years' service with co-operative societies, **Charles Gibbons,** the Darlington Society's furnishing manager, retired last week.

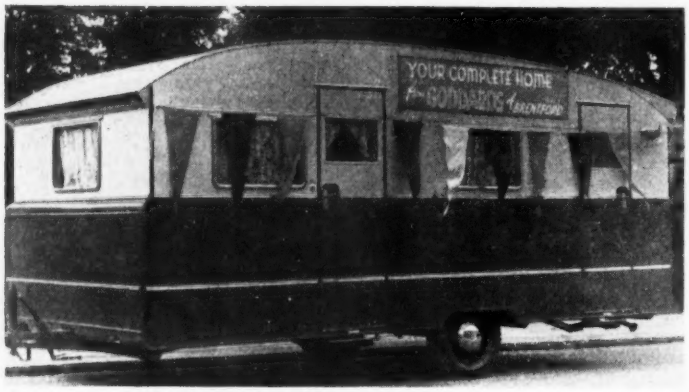
Nomad

A Smile with Betts

"Why on earth don't you have a proper breakfast BEFORE you come to work in the morning?"

Getting Good Business From Caravan Dwellers

RETAIL SELLING PLANS



This caravan, furnished by P. Goddard & Sons, Ltd., attracted a great deal of attention during Chiswick's carnival week.

ALTHOUGH most of the larger stores have departments catering for the requirements of caravan and camping enthusiasts, comparatively few furnishers take the trouble to meet the needs of those who plan caravan holidays or of the people who live all the year round in these portable homes.

In view of the increasing number of caravan dwellers there is good scope for the opening of special sections in furnishing stores and shops to meet the demand for the home-making accessories that make life more pleasant in the restricted accommodation afforded by a caravan.

Although the main essentials of caravan furnishing comprise built-in fitments to provide folding beds, fixed tables, wardrobes and kitchen cupboards, there are many items which can be sold to caravan dwellers by means of special sales promotion schemes. These include bedding, chairs, occasional furniture, rugs and matting, curtain fabrics and loose covers, cushions, lampshades, and so on.

Carefully worded advertisements and small window displays could be used to advise caravan dwellers and holidaymakers alike to refurnish during the colder months, either in readiness for their next holiday, or to give variety to their restricted mobile home.

A number of furnishers have small side windows ideally suited to such sales promotion campaigns. Linked with aptly worded showcards and local Press advertising a small window display of this nature could well build up a profitable trade, particularly in the making up of loose covers and curtains.

That there is a demand for such a specialised service was proved recently by P. Goddard & Sons, Ltd., furnishers, High Street, Brentford, Middlesex, who exhibited a completely furnished caravan during a carnival week at Chiswick.

On show in Chiswick Park, the caravan aroused considerable public interest and was inspected by a large number of people who took advantage of the invitation to walk in and see for themselves the comfortable furnishings, floral patterned curtains, cushions, loose covers, and accessories supplied by this firm.

Mr. Stanley E. Goddard, managing director, told a *Furnishing World* reporter that he was well satisfied with the volume of business which had resulted from this special endeavour to create a demand for caravan furnishings, as well as the amount of publicity gained by pioneering this class of trade in the area.

Store Displays Link With Show Flat

BIRMINGHAM shoppers are keenly interested in New Elizabethan furnishings. This was clearly shown when a "Choose your Style" exhibition was held in the city some weeks ago, and resulted in an overwhelming majority vote for the most modern furniture designs. It was demonstrated again by the record crowds which have already visited the New Elizabethan show flat at the Birmingham Mail Midland Ideal Home Exhibition.

The two-bedroom flat, with single large living room, kitchen and bathroom, has been furnished by Mrs. Phoebe De Syllas for the Council of Industrial Design, and all furnishings chosen have been supplied by the Times Furnishing Co., Ltd., High Street, Birmingham, and are available from the store.

To follow up the interest aroused by the show flat, special displays of the furnishings used are on view to Birmingham shoppers at the High Street store.

Three-in-Family Flat

The flat has been furnished for a married couple with a teen-age daughter, and a black-and-white setting has been chosen. The flooring throughout is of black composition tiles and the woodwork is painted white. Against this background the designer has used varying combinations of colour to create a light and gay atmosphere.

The living-dining room furniture includes a fixed-top dining table in natural walnut, and chairs with seats and backs upholstered in blue. The two-seater settee and one easy chair are covered in a red spotted fabric, and there is a comfortable basket chair with plain red loose cushions. The pal dao sideboard and bureau stand together with hanging bookshelves fixed to the wall above to form a compact storage unit. Curtains are patterned in navy and mustard on a natural ground and the same fabric is used for a table lampshade.

In the parents' bedroom the furniture is of natural oak. It includes a wardrobe and two bedside cabinets. Instead of a dressing table two three-drawer chests form a continuous surface with a mirror above attached to one of the chests. The divan has a cherry glazed chintz cover piped in white, and curtains are brightly patterned in multi-colours on a dark blue ground.

The teen-ager's bedroom also dispenses with a dressing table and, instead has a three-drawer chest in two shades of walnut with a bureau fitment. Level with the chest top is a dark walnut shelf fitted to the wall with a mirror above. Mulberry chintz is used for the divan cover, and the two upholstered chairs are in citron yellow.

Derry & Toms' Exhibition Shows—

How Related Merchandise Can Raise Bedding Sales

THE Petit Salon at Derry & Toms, Kensington High Street, with its diffused ceiling lighting and mirror-glass doors and wall-panels makes an excellent setting for a specially co-ordinated bedding display which opened on Monday.

The products of six manufacturers are grouped in special exhibits, each of which includes related pieces of furniture and accessories from the furnishing departments of the store.

Teal down quilts also form part of each group, and in the centre of the salon is an effective display of down-filled cushions from the same firm.

Monotone Colour Groups

Spring-interior mattresses and divans by Staples, Sleepeezee, Slumberland, Relyon and Vi-Spring include the latest designs from each company's range. Five colours have been chosen for the bedding groups—blue for Staples, wine for Relyon, green for Sleepeezee, gold for Slumberland, and rose for Vi-Spring.

Although the five exhibits together make up a harmonious picture, each retains its own identity by careful treatment. The Relyon group features a box ottoman and blanket box in addition to bedding, and extra lighting comes from standard lamps with toning shades.

A showcard in the centre of the Relyon group lists points to remember when choosing a mattress.

"For regular use, the best you can afford."

"For spare rooms a good quality open spring mattress."

"A very firm well-made new mattress softens slightly in use."

"A good firm base is essential for any mattress."

The Slumberland group emphasises the use of Dunlopillo for comfortable sleep, and like the other groups carries a wide range of Teal down quilts in matching colours.

All groups include small accessories such as clocks, books, and flowers, and in addition to lighting from standard and bedside lamps, a long trough spotlight placed at floor-level, facing the exhibit, dramatises each group.

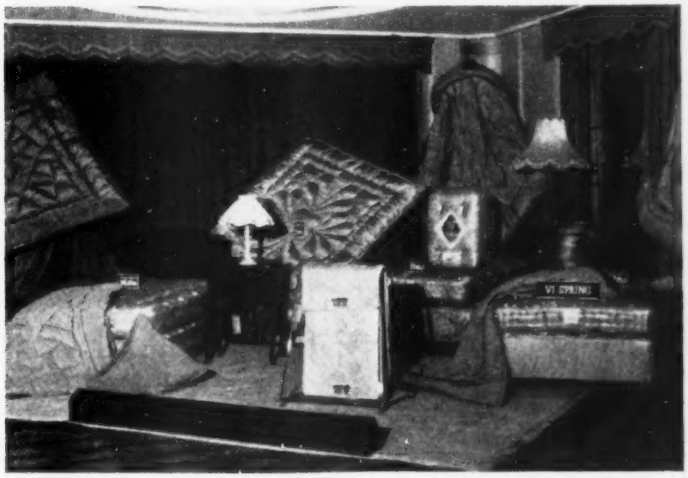
Teal down cushion display at Derry & Toms special show.

Derry's bedding buyer, Mr. A. Sherwood, has taken the opportunity of the bedding exhibition to promote increased sales of high-quality cushions by means of a large central display in the Petit Salon.

Four columns, illuminated by diffused lighting, form the centre-piece, around which are grouped a variety of cushions in colours chosen to match or blend with those selected for the bedding exhibits. These are displayed on a large spring-green carpet which, like other floorcoverings used in the group exhibits, comes from the store's carpet department.

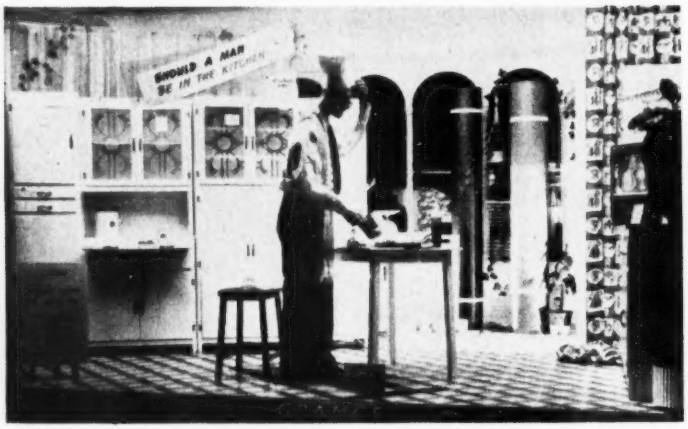
Ticketing used throughout the exhibition is white on black, contrasting with the pastel shades chosen for the groups.

For added interest the stage of the Petit Salon has been given over to daily demonstrations of down quilt re-covering, and these have aroused considerable interest from visitors to the exhibition. Girls can be seen at work unpicking, filling, and finishing down quilts.



A cut-out section shows the springing, and a fabric rack carries a range of alternative colours and designs, in the Vi-Spring group exhibit.

Store Uses TV To Sell Kitchen Furniture



"SHOULD a man be in the kitchen?" was the question asked in an ingenious window display recently installed by Grange Furnishing Stores (London), Ltd., Kilburn High Road. The reply given was: "It certainly helps if it's planned by Grange."

This window, which attracted a great deal of attention from passers-by, featured New Elizabethan style kitchen furniture, and in the centre of the display was a model of a man wearing a chef's hat, and an apron borrowed from his wife, preparing a meal.

The window bed was covered with linoleum in a large check design, and rolls of other lino patterns were displayed side by side with the latest style kitchen cabinets. Additional colour was given to the display by gay curtain fabrics and modern white-painted plant holders.

Realising the public's interest in television, the store had included in the display a set showing Philip Harben giving one of his popular cookery demonstrations.

A discreet showcard mounted on a small easel in one corner of the window drew the attention of passers-by to the store's hire purchase terms for kitchen furnishings.

Eight Rules For Good Furniture Store Ads

COMMENTING on retail furniture advertising to store executives taking a refresher course at North Carolina University recently, Marketing Professor Kenneth R. Davis said that the average retailer could not measure the effectiveness of his advertising; there was no set amount that should be spent on advertising; there was no universally correct procedure for using available ad. funds; and, because the advertising results could not be measured, the retail furnisher must rely on fundamental principles that had been tried and tested in other lines of business.

The Professor thought that furniture retailers had a lot to learn about advertising their merchandise, as compared with other trades.

Here are eight ideas for successful furniture store advertising, listed by the professor, which apply just as much to the British as to the American trade:—

(1) Simplicity is important even in price-appeal furniture ads. (2) The ad. should be designed to control the reader's eye movements. (3) Do not use borders except for small ads. (4) Store signature or name should be placed near the headline. (5) Headlines are often too short; they should indicate the name of the article (including brand, if possible) and also the selling appeal as well as a use suggestion. (6) Verbs are the key-words in writing effective advertising copy. (7) You cannot be specific—and you must be—and continue to use clichés. (8) Most advertising "copy" has words that serve no purpose and just get in the way.

Piano Setting Focus On Fabrics

A PIANO and music stool form the centrepiece in this unusual window display of harmonised printed fabrics, recently devised by Whiteley's display manager, Mr. C. H. Russell, and a Challen showcard in one corner also features a music-room setting.

Fabrics are cleverly treated, with a drape suspended above the piano, hanging in folds to one side, and another stretched taut across a large circle to highlight the floral pattern. This is flanked by back drapes in contrasting tones.

Colour and textural emphasis is given to the fabrics by the diffused overhead lighting, and the standard lamp placed on the piano top.

"Perfect Harmony" could be the title of this display by Whiteleys, Ltd., Bayswater, which teams music with fabrics.

DIPLOMA COURSE: NEW TERM STARTS

RETAILERS who wish their staff to take part in the National Furnishing Diploma Course are reminded that registrations should be made immediately, as the autumn term begins this week. Persons wishing to take the course by correspondence should write to Pitman's College, Godalming, Surrey.

C.O.I.D. Course Vacancies

THERE are still a few vacancies for the C.O.I.D. courses on soft furnishings and furniture at Attingham Park, Shrewsbury. The soft furnishings course runs from October 5 to 9, and the furniture course from October 12 to 16. Applications should be made, as soon as possible, to the Council of Industrial Design, Tilbury House, Petty France, London, S.W.1.

Upholstery Classes in Lancs

CLASSES in soft furnishings and upholstery will be held during the 1952-53 session at Lytham St. Annes College of Further Education, the course to include floorcoverings, curtains, loose cover making, loose seat upholstery and furnishing devices.

The teacher will be Mr. M. Iden, a practical man at the job.

A soft furnishings course will also be held at Blackpool Technical College, evening classes to include the making of cushions, curtains, pelmets, rugs, bedspreads, eiderdowns and lampshades.

N.A.R.F. Furnishing School Date

THE first N.A.R.F. residential course will be held at Hoddesdon from May 24 to 29 next year.

Preliminary arrangements are now being made and a programme drafted for the course, which will replace the furnishing section of the summer schools previously held at Oxford in conjunction with the Drapers' Chamber of Trade.

A full announcement of N.A.R.F. plans will be made shortly.

Successful Furniture Section

The furniture department, opened in May by G. & W. Cocks, the credit drapers, 264 and 269-273 Charminster Road, Bournemouth, has proved very successful. The buyer is Mr. G. H. Watts.

The business was established 50 years ago.

Wycombe Reports Biggest Autumn Boom For Years

And Plans Ambitious Expansions

WITH the majority of the furniture factories in the area at capacity production, in the brightest post-war autumn boom the trade has had, a number of High Wycombe firms are going ahead with ambitious plans for expansion and rebuilding.

Several firms are taking leases of sites on land made available by the local council in the west end of the town. Other firms are to carry out extensions to their existing premises.

The atmosphere in the furniture town is one of resurgent optimism and forward planning for a busier future.

Latest firm to reveal plans for expansion on the town's new industrial estate at Cressex are Lintafelt, Ltd., of Resiliency Works, Loudwater.

Following the successful introduction, by Lintafoam, Ltd., of manufacture of new foam rubber products, the firm have negotiated the lease of a site of 3.75 acres at Cressex for the provision of new, bigger premises.

Further to the west of this site Sid Cubbage (Engineers), Ltd., of Crown Works, Frogmoor, High Wycombe, have taken a plot for the erection of a factory of about 7,000 square feet to enable the firm to expand their production of engineering equipment for the woodworking trades, including timber drying kilns and wood-burning stoves.

Work on the new factory is expected to start early next spring and ultimately production will be transferred entirely from Crown Works, in Frogmoor.

Another High Wycombe firm to carry out extensions are A. J. Way & Co., Ltd., of Spring Gardens. Plans for additions to their premises have been approved by High Wycombe Town Council.

E. Gomme, Ltd., of Spring Gardens and Leigh Street, High Wycombe, are also to extend their factory at Leigh Street to cope with expanding trade.

Rylands Deal Postponed for 14 Days

A DECISION on the offer for Rylands & Sons, Ltd., the Manchester fabrics group, by Mr. Charles F. Loos the Belgian financier, and his associates, has been postponed for a fortnight.

The Board of Rylands & Sons have issued a statement indicating that the offer of £2 per £1 stock unit had been accepted by stockholders holding a majority of the issued Ordinary stock.

Acceptances received, however, amounted to less than 90 per cent of the issued Ordinary stock.

The offer is being kept open until October 5 to give the remaining stockholders a further opportunity to accept.

At the Reopening of Hollingdrake's

The furnishing store of Henry Hollingdrake & Son, Ltd., in Princes Street, Stockport, recently taken over by Phillips Furnishing Stores, Ltd., was officially reopened by Arthur Askey on Friday of last week. At the opening ceremony were (left to right) Mr. P. H. Fagan, controller of Hollingdrake's; Mr. S. Beeley, general manager of Hollingdrake's; Mr. J. C. Shepherd, a director of Phillips' and Hollingdrake's; Mr. A. Jones, a director of Phillips' and Hollingdrake's; Mr. T. Lee, a director of the foundry; and Mr. E. Howes, secretary of Hollingdrake's.

New Elizabethan Department Opened in Peterborough

A DEPARTMENT for New Elizabethan furniture has been opened by Fairways (W. V. Spink), Ltd., Regent Buildings, Broadway, Peterborough, Northants, who have also enlarged their soft furnishings and nursery equipment sections.

New Elizabethan furniture is now shown in a series of three model furnished rooms together with supporting floor displays of this merchandise.

Interviewed by a *Furnishing World* reporter, Mr. W. V. Spink, managing director and buyer, said: "We have decided to give good space to New Elizabethan productions, and we are making arrangements to present additional displays in two other model room settings now installed in the centre of the main showroom. There is definitely a growing demand in the district for this style of furnishing."

Mr. L. G. Nichols, director, also pointed out that the firm had aroused considerable public interest by furnishing a show house at the new Rose Gardens Estate, Eastfield, early in August. "More than 5,000 viewers were admitted to the show house between 2.30 and 8 p.m., during this special week's event," he added.

The soft furnishings department in adjoining premises has been enlarged.

Mr. R. F. Garn is buyer of soft furnishings and nursery equipment.

In the New Elizabethan furniture department at Fairways (W. V. Spink), Ltd., are (right) Mr. W. V. Spink, managing director and buyer, and Mr. L. G. Nichols, director. ("World" picture.)

Congo Wants Bedding

THE British Embassy at Brussels have just been notified of a call for tenders, No. 440, issued simultaneously by the Ministry of Colonies in Brussels and the Government General in Leopoldville, for the supply of 648 mattresses, single bed, size 1m98 x 0m90; 648 bolsters, 0m90 x 0m50; 648 pillows, 0m60 x 0m60; broken down into two lots of 546 of each item and 102 of each item. The mattresses and bolsters should be quilted and padded.

The closing date for receipt of tenders is 10 a.m. G.M.T. (11 a.m. Brussels time) on October 27. Tenders should be submitted direct to the Service des Approvisionnements du Ministere des Colonies, 14 rue des Petits Carmes, Brussels, or M. le President du Conseil des Adjudication du Gouvernment General des la Colonies, Leopoldville, Kalina, Belgian Congo.

A copy of the tender document, in French, may be inspected in Room 801, Lacon House, Theobalds Road, London, W.C.1, until October 5, after which date it will be available for loan to United Kingdom firms in order of application.

Copies of the specification and conditions of tender may be obtained from the Ministry of Colonies, Brussels, price 50 Frs. a copy.

United Kingdom firms submitting tenders are asked to advise the Export Services Branch of the Board of Trade, quoting reference ESB/4399/53, in order that the British Embassy might be informed.

All enquiries by telephone should be made to Chancery 4411, Ext. 738 or 771.

New Polishing Shop for Bath Cabinet Makers

A NEW polishing shop is being erected by Bath Cabinet Makers, Ltd., as an extension to their premises at Lower Bristol Road, Bath.

The addition, of tubular steel construction and single-storey, will house the latest spraying plant equipment in its 10,000 square feet of space.

The firm will eventually dispose of its premises at Bellots Road, and concentrate all production in the Lower Bristol Road factory. This was rebuilt during the war after being gutted by fire during an air-raid on the city.

Present plans also include the building of new timber sheds.

First-Ever Lace Conference

THE first Lace Conference to be held during the lifetime of the lace industry in Nottingham, some 150 years, took place at the Hugh Stewart Hall of Nottingham University on September 18 and 19.

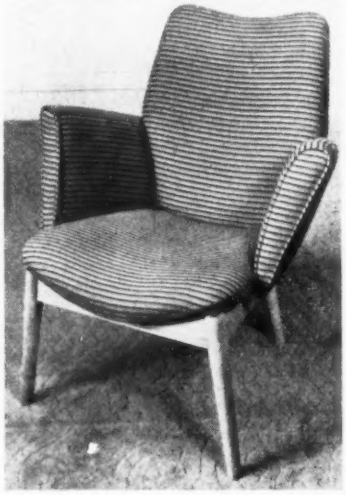
Organised by the Education Committee of the Federation of Lace and Embroidery Employers' Associations, the conference attracted between 40 and 50 junior technicians and executives of the industry.

Chairmen for the three sessions were Mr. F. B. Mason, vice-president of the Federation; Mr. J. G. McMeeking (A. C. Gill, Ltd.), chairman of the Federation Education Committee, and Mr. W. I. Taylor, chairman of Lace Productions (1948).

Christie-Tyler's New Elizabethan Chair

A NEW Elizabethan model chair has just been introduced into the range of Christie-Tyler, Ltd. Designed by David Pye, the chair has been christened the "Grenville," and is constructed of selected White Beech timber, and upholstered in latex foam and rubberised hair.

The frame is solidly built, and all sections are of solid pieces, hand-assembled.



Three colour combinations in striped cotton tapestry are used for the covers, and ten plain colours in all-wool tapestry, including primrose yellow, petrol blue, and bright red.

The chair retails at approximately £16 3s. 6d., upholstered in striped cotton tapestry, and at approximately £18 6s. 8d. in all-wool tapestry.

CITY NEWS • CITY NEWS • CITY NEWS • CITY NEWS • CITY N

Trading Results

Phillips Profit of £470,000

THE directors of **Phillips Furnishing Stores, Ltd.,** has recommended a distribution from capital reserves of 15 per cent, not subject to tax, for the year to June 30, 1953, on the £64,700 Ordinary and £195,718 "A" Ordinary, as increased by a three-for-thirteen scrip issue.

An interim dividend of 5 per cent, less tax, has been paid, followed by a 2¾ per cent distribution from capital reserve.

For the previous period from August 20, 1951, to June 30, 1952, a distribution of 5 5-24ths per cent from capital reserve was followed by a capital bonus of 30 per cent and then by a further distribution from capital reserve of 11 11-12ths per cent.

Trading profit for the year was £470,129, against £404,230 for the previous period. The provision to eliminate unrealised profit is allocated £71,187 (£261,922), and depreciation £37,293 (£29,109). Taxation absorbs £250,568 (£88,129), and the net profit is £80,292, compared with £1,523.

Less For Hickson, Lloyd & King

FOR **Hickson, Lloyd & King** (down quilts and soft furnishings) trading profit to June 30 was £87,638 (£141,283). This is increased by other income to £96,602 (£171,227 including £16,300 tax recovered). After directors' remuneration, depreciation, bank interest, etc., profit is £30,979 (£128,104 plus £30,000 from general reserve). Current assets are £761,371 (£775,233); current liabilities £239,933 (£232,539).

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

Philip Reginald **Hammans,** carrying on business under the style of **P. Hammans & Co.,** Little High Street, Shoreham, Sussex, woodworking manufacturer. Application for discharge, October 8, at The Court House, Church Street, Brighton.

Raymond **Goate,** 103 Heath Road, Twickenham, Middlesex, cabinetmaker. Public examination, November 13, at The Court House, Half Acre, Brentford, Middlesex.

THE COMPANIES ACTS

Notice of Intended Dividend

Jon Beauforte (London) Ltd., 5 Unity Street, Bristol, makers of veneer panels, etc. No. 00612 of 1952. Claims to Mervyn Frank Andrews, 5 Unity Street, Bristol.

BANKRUPTCY REPORT

David **Perin,** trading as M Perin, 93-93a Redchurch Street, London, E.2, cabinetmaker.

The public examination was convened for September 15 but debtor did not attend.

The Official Receiver said the Receiving Order was made against debtor on June 25 and he was adjudicated bankrupt in the following month. He had been preliminarily examined and had been told to complete his statement of affairs, but had not done so. The statement was now two months' overdue.

Mr. Bernard Phillips, the trustee, said that he regretted that debtor was not present, as he wished to ask him several pertinent questions.

The Registrar adjourned the examination *sine die.*

INCREASES OF CAPITAL

Bassett & Sons (Custom House), Ltd., furniture manufacturers, etc., 111-3 Barking Road, East Ham, E.6.—Increased by £3,000, in £1 shares, beyond the registered capital of £5,000.

* * *

Neeta Ltd., furniture manufacturers, etc., Station Works, Abbotsford Avenue, Tottenham, N.15.—Increased by £9,000, in £1 Ordinary shares, beyond the registered capital of £1,000.

* * *

H. N. Caplan (Hackney), Ltd., general furniture manufacturers, etc., Town Hall Chambers, 374 Old Street, E.C.1.—Increased by £500, in £1 shares, beyond the registered capital of £700.

* * *

Rolfe & West, Ltd., dealers in household goods, hardware, furniture, etc., 16 Withy Grove, Manchester, 4.—Increased by £5,000, in £1 shares, beyond the registered capital of £2,000.

* * *

Geo. Wilkes & Son (Newcastle), Ltd., house furnishers, etc., 291-7 Shield Road, Newcastle-on-Tyne.—Increased by £25,000, in £1 5 per cent (tax free) cumulative Irredeemable Preference shares, beyond the registered capital of £50,000.

Broome & Wellington, Ltd., furniture manufacturers, etc., 76 Victoria Street, Manchester, 3.—Increased by £50,000, in £1 Ordinary shares, beyond the registered capital of £50,000.

* * *

Stanley E. Hall, Ltd., wood, timber and plywood merchants, etc., 4 Broad Street Place, E.C.2.—Increased by £3,000, in £1 Ordinary shares, beyond the registered capital of £2,000.

* * *

E. F. Tanner & Co., Ltd., manufacturers of upholstery, etc., for motor cars, aircraft and other transport, 12 Great Portland Street, W.1.—Increased by £4,300, in £1 shares, beyond the registered capital of £700. The existing 2,400 5s. shares have been consolidated into 600 shares of £1 each.

CHANGES OF NAME

Gingell & Brown, Ltd., manufacturers of, and dealers in, furniture, electrical fittings and wireless, etc., Town Hall Chambers, 374 Old Street, E.C.1.—Name changed to Connaught Supplies (Ilford), Ltd., on June 29, 1953.

* * *

Polywill, Ltd., manufacturers of polishes, wax, stains, etc., 62 Oxford Street, W.1.—Name changed to Parahold, Ltd., on August 11, 1953.

* * *

Household Cleaners (Norwich), Ltd., cleaners of carpets, furniture, etc., 138 London Road, Ipswich.—Name changed to Household Cleaners (Suffolk), Ltd., on August 8, 1953.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Boone, H. J. (male), 44b High Street, Bushey, upholsterer. £19 8s. 4d., August 14.

South Croydon Home Furnishers (a firm), 29 South End, South Croydon. £12 11s. August 14.

Knightsbridge Galleries, Ltd., 82 Brompton Road, London, S.W.3, furniture dealers. £16 10s. 3d. July 29.

Hart Bros & Co. (a firm), 166 Goldhawk Road, London, W.12, upholsterers. £11 0s. 6d. July 30.

E. C. Tucker & Son (a firm), 22 George Street, Warminster, cabinetmakers. £10 19s. August 13.

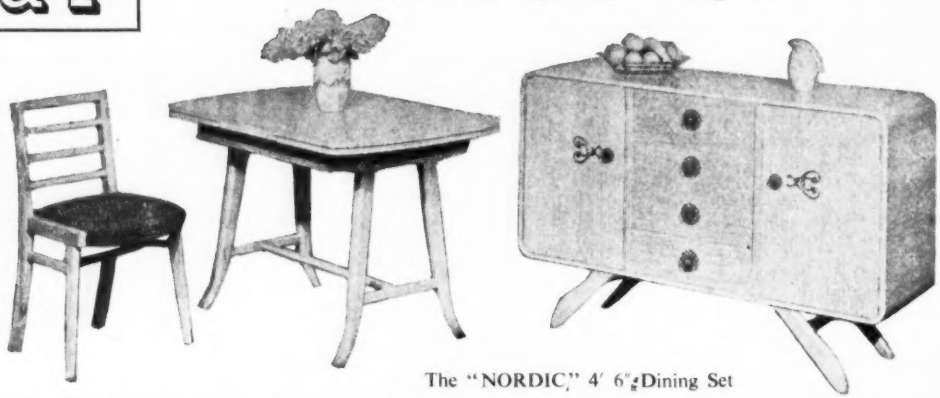
Beestacks (a firm), 89 Walmgate, York, upholsterers. £20 6s. 6d. August 19.

Monk, Albert J., The Auction Mart, 411 Portswood Road, Southampton, furniture dealer. £12 18s. July 15.

Chisman, C. A. (male), 1 Thornton Street, Bolton, furniture dealer. £15 4s. August 18.

J & P

Jarman & Platt have pleasure in introducing their first contemporary dining set



The "NORDIC" 4′ 6″ Dining Set

Pull-out Dining Table 3′ 6″ x 2′ 6″ extended 5′ 6″ x 2′ 6″ or alternatively a single topped table can be supplied as shown in right hand corner, size 4′ 6″ x 2′ 9″. This dining set is in light Oak, including centre drawer baized in sideboard, sprung seating, covered uncut moquette

Your enquiries welcomed

JARMAN & PLATT LTD

68 MANSFORD STREET, HACKNEY ROAD, LONDON, E.2

Telephone: BIShopsgate 2674

(Established 1877)

LEOPOLD FARMER & SONS

Conduct

AUCTION SALES

of PLANT, MACHINERY and INDUSTRIAL PROPERTIES

ALSO

VALUATIONS

for Public Issue, Stock Exchange Quotation, Balance Sheet, Probate, Insurance and other purposes.

FACTORY INVESTMENTS. MORTGAGES ARRANGED

46 GRESHAM STREET, LONDON, E.C.2

Telephone: Monarch 3422 (8 lines) Telegrams: Sites, London

FACTORY SPECIALISTS FOR OVER 75 YEARS

Stockroom Dates for Next Week

F. AUSTIN (LEYTON), LTD. September 28 to October 2, at Chamber of Commerce, **BIRMINGHAM.** Mr. John Betts in attendance; also at Turks Head Hotel, **NEWCASTLE-ON-TYNE.** Mr. Spier in attendance; also at Metropole Hotel, **BRIGHTON**, Mr. Williams in attendance.

* * *

BEVAN FUNNELL, LTD. September 28 to October 2, at Grosvenor Hotel, **MANCHESTER.**

* * *

BRIDGE UPHOLSTERY (LEEDS), LTD. September 28 to October 2, at Chamber of Commerce, **BIRMINGHAM.** Mr. M. Lee and Mr. John Betts in attendance.

* * *

P. CAMM, LTD. September 28 to October 1, at Imperial Hotel, **ABERDEEN.** Mr. J. A. McGeachin in attendance.

* * *

CHESHIRES OF NOTTINGHAM, LTD. September 28 to October 2, at Peacock Hotel, **NORTHAMPTON.** Mr. J. V. Cheshire and Mr. C. F. Minton in attendance.

* * *

D. M. DAVIES OF SLOUGH, LTD. September 28 to October 1, at Golden Lion Hotel, **IPSWICH.**

* * *

DEPENDABLE FURNITURE, LTD. September 28 to October 1, at Imperial Hotel, **ABERDEEN.** Mr. J. A. McGeachin in attendance.

* * *

DITCHBURN GROUP. Joint stockroom by LEEDS CABINET CO., LTD., MILES PLATTING CHAIR MANUFACTURING CO., LTD., BOLTON UPHOLSTERY, LTD., S. QUIN & SON, LTD. September 28 to October 2, at Grand Hotel, **BIRMINGHAM.** Mr. Bernard Jacobs and Mr. E. George Bint in attendance.

* * *

D. M. GILBERT & CO., LTD. September 28 to October 2, at Produce Exchange, Victoria Street, **LIVERPOOL.** Mr. G. Holdsworth and Mr. D. G. Read in attendance.

* * *

JOYNSON, HOLLAND & CO., LTD. September 28 to October 2, at Church Institute, Albion Place, **LEEDS.**

* * *

WILLIAM LAWRENCE & CO., LTD. September 28 to October 2, at Priestley Hall, **LEEDS.** Mr. R. W. Aspey in attendance; also from September 28 onwards, at Lincolns of Bristol, Temple Way, **BRISTOL, 1;** and at 30 Long Row, **NOTTINGHAM.**

* * *

HARRIS LEBUS, LTD., will hold the following stockrooms during the week beginning September 28: Station Hotel, **ELGIN,** Mr. A. H. Brown in attendance; County Hotel, **AYR,** Mr. J. Mckenzie Bell in attendance; Victoria and Station Hotel, **PRESTON,** Mr. H. T. Bagley in attendance; St. Williams College, College Street, **YORK,** Mr. R. H. Gray in attendance; Drill Hall, Westward Ho, **GRIMSBY,** Mr. R. F. Phillips in attendance; Churchill Hall, **DERBY,** Mr. W. Nicholson in attendance; Red Lion Hotel, **COLCHESTER,** Mr. V. S. Holmes in attendance; Bell Hotel, **GLOUCESTER,** Mr. H. H. Apted in attendance; St. Andrews Abbey Hall, **PLYMOUTH,** Mr. A. High in attendance; Dolphin Hotel, **SOUTHAMPTON,** Mr. W. Rowlands in attendance; Corn Exchange, **MAIDSTONE,** Mr. T. E. Jones in attendance; Royal Turks Head Hotel, **NEWCASTLE-ON-TYNE.** Mr. V. G. D'Arcy in attendance.

LISTERS (FURNITURE), LTD. September 28 to October 2, at Chanley Hall, Surrey Street, **SHEFFIELD.** Mr. Eric Lister and Mr. Rawnsley in attendance.

* * *

MILWOOD FURNITURE WORKS. September 28 to October 2, at Peacock Hotel, **NORTHAMPTON.** Mr. J. V. Cheshire and Mr. C. F. Minton in attendance.

* * *

S. MORRIS & SONS (LEEDS), LTD. September 28 to October 2, at Grosvenor Hotel, **MANCHESTER.** Mr. C. H. Morris and Mr. B. Berg in attendance.

* * *

PARSLOW FURNITURE, LTD. September 28 to October 2, at Queens Hotel, **MANCHESTER.** Mr. G. H. Smith and Mr. W. R. Chapman in attendance.

* * *

RELAXATEZE, LTD. September 28 to October 2, at Grosvenor Hotel, **MANCHESTER.**

* * *

JACK SAKOL, LTD. September 28 to October 2, at Cockburn Hotel, **EDINBURGH.** Mr. Guild in attendance.

* * *

L. SERLIN & SONS, LTD. September 28 to October 2, at the Corn Exchange, **LIVERPOOL.** Mr. Dudley G. Read and Mr. Nat Serlin in attendance.

STAG CABINET CO., LTD. September 28 to October 2, at Produce Exchange, **LIVERPOOL.** Mr. Dudley G. Read in attendance.

* * *

FREDERICK TIBBENHAM, LTD. September 28 to October 2, at Rougemont Hotel, **EXETER,** and Imperial Hotel, **NEWCASTLE-ON-TYNE.**

* * *

W. G. TURNIDGEN, LTD. September 28 to October 2, at Grand Hotel, **HANLEY.** Mr. W. G. Turnidge and Mr. M. Owen in attendance.

* * *

VONO, LTD. September 29 to October 2, at Y.M.C.A., **DUNDEE.** Mr. J. A. Deuchars in attendance; September 28 to October 1, at Wellington Hotel, **LEICESTER,** Mr. R. R. L. Ralls in attendance; and at Adelphi Hotel, **EDINBURGH,** Mr. H. M. Dalrymple in attendance.

* * *

L. WOLBERG, LTD. September 28 to October 2, at Produce Exchange, **LIVERPOOL.** Mr. Dudley G. Read in attendance.

* * *

WOODLAND FURNITURE (LONDON), LTD., and WELSH FURNITURE INDUSTRIES, LTD. September 28 to October 2, at Y.M.C.A. Hall, Kingsway, **SWANSEA.**

* * *

Joint stockroom by HENRY RONSON, LTD., KAYE FURNITURE, LTD. September 28 to October 2, at Grand Hotel, **BIRMINGHAM.** Mr. M. Spurgin in attendance.

Diary Dates

September 30. Meeting at Sneyd Arms Hotel, Tunstall, at 7.30 to elect officers for Potteries Branch, F.T.B.A.

October 5 to 8. British Colour Council's Tenth Designers' Conference at Bath.

October 7. Annual Dinner and Ball of Liverpool Area, F.T.B.A., at Exchange Hotel, Liverpool.

October 10. Annual Dinner-Dance of Chair Frame Manufacturers' Association at Charing Cross Hotel, London.

October 14. Whist Drive arranged by Ladies' Committee, Merseyside Area, F.T.B.A., at Lee & Co.'s restaurant.

October 23. Dance arranged by Scottish F.T.B.A. at Grosvenor Restaurant, Gordon Street, Glasgow. Tickets, £1 1s., from Mr. J. Foster Clark, 124 St. Vincent Street, Glasgow, or any Council member.

November 4. Annual Dinner and Dance of Birmingham and West Midlands F.M.A., at Botanical Gardens, Edgbaston, Birmingham.

November 19. Annual Dinner and Dance of Preston, Blackburn and District Area, F.T.B.A., at Hotel Majestic, St. Annes-on-Sea.

New Soft Furnishing Shop

A new branch has been opened at 2 The Shopping Arcade, 184 Edgware Road, Paddington, W.2, by Sharons, soft furnishers, etc., 197-201 Oxford Street, W.1. Buying is conducted at the head office address by the principals, Mr. C. M. Sharp and Mr. S. Niven.

Hart Hartcraft craft

UPHOLSTERY

THE "LYNDALE"

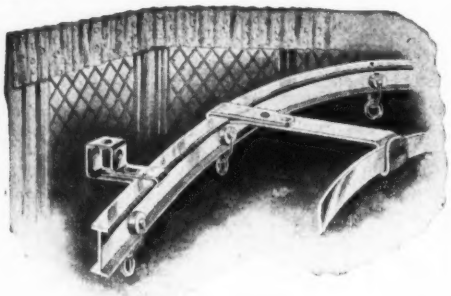
WE make nothing but Upholstery and have been doing it for over half a century. Thousands of satisfied customers all over the world have built up our reputation, and now—in spite of the abandonment of control—the standard of HART-CRAFT Upholstery will be maintained as hitherto. Sell it with confidence and don't be afraid of a "look-inside"—and let your customer *know* it.

Send for illustrated list out To-day.

E. HART

455-9 Hackney Road, London, E.2 *'Phone:* SHO 8379 & 4293

ROLLS-RUNNER AND "ROLLS-de-LUXE"



CURTAIN RAIL and

PLASTICISED EXPANDING WIRE of

OUTSTANDING MERIT

W. A. HUDSON LTD. CURTAIN ROAD, LONDON, E.C.2. CLEVELAND SQUARE, LIVERPOOL.

Hostels, Homes Need Furnishings

HAILSHAM. East Sussex C.C. Children's Committee reports approval of Home Office to erect new home at Hailsham and at Uckfield at a total cost of £9,500.

ST. HELENS (LANCS). The T.C. plans to erect a foster home at Hard Lane portion of Windlehurst estate, and is applying for sanction to borrow the cost, at £3,629.

AYLESBURY. Bucks C.C. has approved acquisition of site at Churchill Avenue, South Court, Aylesbury, for the erection of a home for 10 children and necessary staff, and plans are to be prepared.

BOLTON. Corporation Welfare Committee recommends the invitation of tenders for the carrying out of works of adaptation at Smithills Hall Hostel to permit the accommodation of 14 additional persons.

MIDDLESEX. County Council has plans for adapting The Manor at Old Windsor as an aged persons' home. Cost, £6,500.

ST. HELENS (LANCS). Approval of the T.C. has been received for adaptation of Park Farm House to form a community centre.

SMETHWICK. The T.C. is recommended to seek Ministry approval to a scheme for extensions of Hill Crest home for aged persons, to cost between £18,000 and £20,000.

WEST BROMWICH. T.C. Welfare Committee has approved site at Yew Tree estate for the erection of an aged persons' home.

BRADFORD. Plans will be prepared by the T.C. for a health centre at Buttershaw estate.

BRIGHTON. The T.C. has approved in principle a scheme to erect a central nursery at Stanmer Park, to cost about £45,000.

CHESTERFIELD. Approval has been awarded the T.C. for the first instalment of adaptations at the east wing of the children's homes at Ashgate Road. The cost is estimated at £10,000.

LEEDS. An aged persons' hostel is planned at Middleton Park Avenue by the T.C. at a cost of about £10,000.

LONDON, E. Mr. W. G. Plant, 11a Portland Place, London, W.1, is the architect for proposed nurses' home at Langthorne Hospital, London, E.11. The cost is about £29,850.

LEYTONSTONE. The architect for a nurses' home at Langthorne Hospital is W. F. Howard, 103 Old Brompton Road, London, S.W.7.

MIDDLESBROUGH. The Borough Engineer is J. A. Kenyon. T.C. to obtain tenders for converting premises at The Avenue and Park Road North into accommodation for old people. Quantities are to be prepared for the proposed Thorntree Hostel (£33,000), Thorntree Maternity and Child Welfare Centre (£13,500).

NORTHUMBERLAND. County Council has plans for an old people's home at Blyth, to cost £27,000. Tenders will be obtained for converting Doxford Hall, Chathill, into an old people's home. A child welfare centre is proposed at Prudhoe, for which quantity surveyors are A. H. Davis & Partners, 28 Osborne Road, Newcastle-on-Tyne.

£75,000 HOSPITAL WORKS

MANCHESTER. Manchester Regional Hospital Board is recommended to include works at Swinton Hospital, near Manchester, in the 1954-55 programme, comprising a villa unit for 30 patients and two single-storey dormitories and alterations to annexes, to cost a total of about £75,000.

CHISLEHURST (KENT). London County Council has plans for adaptation of Oak House as an old people's home, to cost £6,595.

EAST SUSSEX. Adaptation of St. Bridget's, St. John's Road, Bexhill, to form an aged persons' home. County Architect, County Hall, Lewes.

ESSEX. Adaptations at "Huskards," Fryerning, Ingatestone, as proposed hostel for elderly persons (approximate value of contract £6,900). County Architect, County Hall, Chelmsford.

HAMPSTEAD. London County Council has approved a scheme for adaptation of Alexandra House, Maitland Park Road, as a home for aged persons. Cost, £15,850.

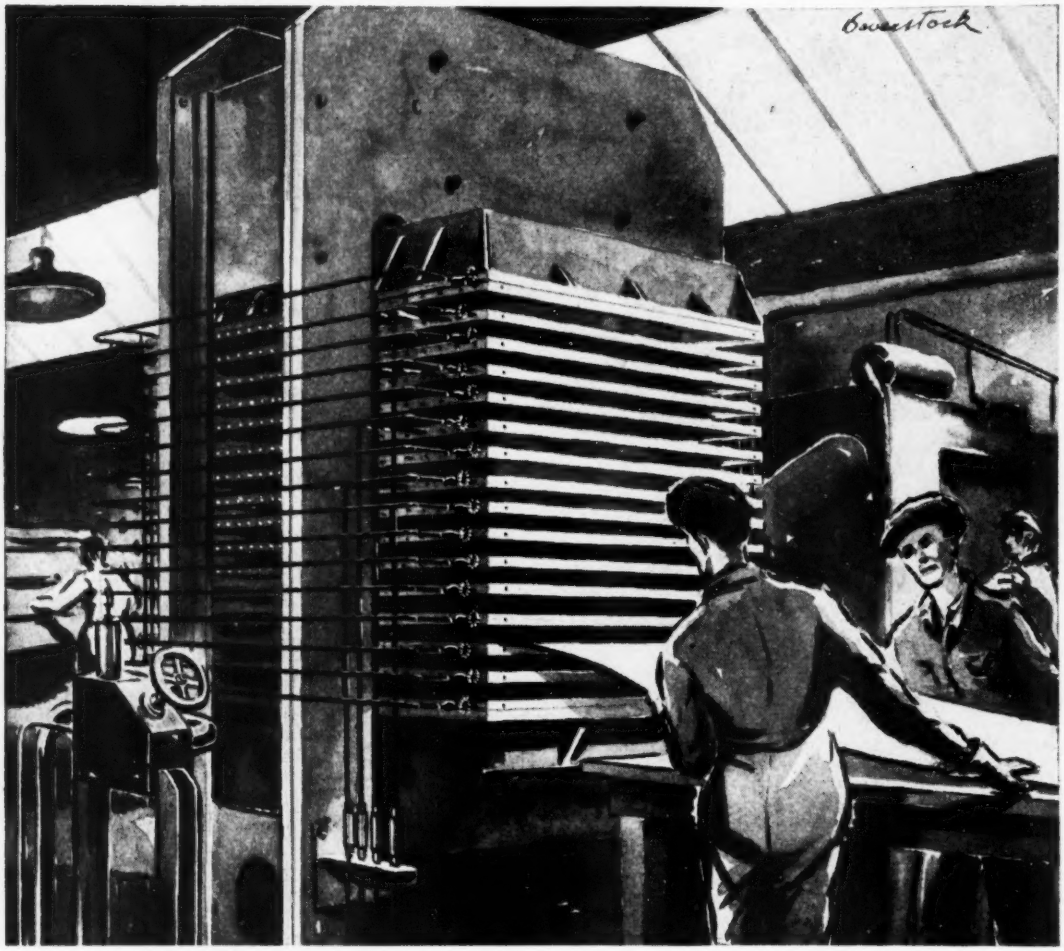
HALIFAX. The Horsfall Home for the Blind is to be extended.

KENT. Approval of the C.C. is recommended for preparation of plans for alterations and additions at aged persons' homes at Selwood, Chislehurst; St. Mary's, Bexley; Lubbock House, Orpington; and East Hall, Maidstone.

KENT. Adaptation of Oak House as an aged persons' home is proposed at Chislehurst, at a cost of £6,595, and the L.C.C. is recommend to approve.

LEICESTER. Conversion and extension of Sheringham House, Sheringham, Norfolk, as a convalescent home for women. Applications to Messrs. Symington, Prince & Pike, De Montfort House, De Montfort Square, Leicester, architects.

ESTD. 1910
Majority
BIRD'S EYE MAPLE AND BLEACHED WALNUT SPECIALISTS
GUARANTEED BEDROOM FURNITURE
Designs on application to
L. LAZARUS AND SONS LTD
MAJORITY WORKS • ANGEL FACTORY COLONY • N.18
Telephone TOT 4868/9



CONSULT US — *we specialise in manufacturing*

BRITISH resin bonded **PLYWOOD**

(FREE OF ALL LICENSING RESTRICTIONS)

SIZES UP TO 96" × 60"

VENEERED PANELS

OAK · WALNUT · MAHOGANY & DECORATIVE WOODS

RELIABLE PLYWOOD CO. LTD.

WARBURTON STREET · HACKNEY · LONDON, E.8

Telephone: CLISSOLD 8135/6 *Grams:* "RELIAPLY, LONDON"

WE CAN OFFER LARGE
QUANTITIES OF:
FRENCH & BELGIAN BEECH BOULES
YUGOSLAVIAN BEECH · WAWA
OBECHE · BEECH SQUARES
We can arrange cutting and kilning to your specification
WHITREE TIMBER CO. LTD.
20 COPTHALL AVENUE, LONDON, E.C.2
Telephone: MONarch 0641/2

IMPROVED FACTORY TECHNIQUE & IDEAS

The Furniture, Bedding and Upholstery Manufacturer

F.D.C. Production Course: contd.

Planned Materials Handling In The Furniture Plant

by D. R. Woodley, M.E., M.I.M.H., M.Amer.S.M.S., F.Ph.S., F.R.S.

MATERIALS handling can be defined as *the movement of everything inside and outside a building*, whether during or between processes.

The object of planned materials handling is *to reduce handling to a minimum.*

Much has been said against mechanisation by the operatives of our day but only when they have the impression that mechanisation means the loss of their jobs. Mechanical handling was designed to speed production, to ease the burden of the operatives, and to manufacture articles which, because of the process they undergo during their manufacture, could not possibly be marketed without the conveyor or elevator to carry them through that process.

Get Employees Really Interested

When production increases, profits increase and there is no reason why unemployment should be the outcome —to the contrary, it should be the reverse.

An industrialist's aim should be rather to foster the interests of his employees by improved methods. Those who work amidst the plant can often see better ways of doing a job even before the production or plant engineer.

One of the most efficient companies in the U.S.A. to-day attributes its success to the policy they have adopted with their suggestion scheme. They pay a whole year's savings to the one responsible for a worthwhile idea even though it may mean that the total runs into several thousand dollars.

Avoid Too Much Mechanical Handling

Materials handling does not always, nor necessarily, mean mechanical handling. Indeed too much mechanical handling equipment has at times proved to be a detriment rather than an advantage.

It may be that rearrangement of existing machines alone will speed up production by as much as 20 per cent. A conveyor or elevator here and there might increase production by a further 50 per cent. It might be that one section of the line is a bottleneck cutting down production in the following section, and it might be that mechanisation would greatly increase production. Finally, it might be the case that the whole line needs mechanising thereby increasing output by a hundred or even two hundred per cent.

Some figures have fascinated me since I discovered them whilst on production research some years ago. "A century ago groups of a hundred natives—both men and women—were used for carrying coal in buckets from one place to another, their complete total output being three tons per working day. To-day one man, together with mechanised means, is able to yield a daily output of 1,000 tons; this is an output some 33,000 times greater."

Correct planning and layout of equipment is of first importance.

The first step in any materials

(*continued over page*)

Informal Discussion After The Lecture

A group at the F.D.C. course at Nottingham University after the lecture. From left are Mr. R. H. Glossop (F.D.C.), Mr. L. Alston (Alston's, Ipswich), Mr. D. R. Woodley (Director of Studies, School of Materials Handling), Mr. M. F. Jones (Wales, Ltd.), Mr. R. A. Eddy (Owen Thornell, Ltd.) and Mr. J. Van Den Driessche (Fleetway Manufacturing Co.).

Reorganising Layout Of Machines

How To Pin-Point The Weak Spots

(*from previous page*)
handling or work study survey is therefore to make a flow line diagram of the whole plant and if various departments are inter-related in the manufacture of a commodity then take all these into account.

First of all I would suggest that a diagram be set down to show the existing state of flow. Such a diagram may reveal most amazing facts. Only recently a firm reduced its handling time on each finished article by one and three-quarter hours simply by relocating departments. They established a shorter and uninterrupted flow throughout.

In one factory the timber storage yard was at one end of the factory, the drying kilns at the other end, and the first processing stage almost back at the previous position. The simple relocation of the kilns—between the timber storage yard and the first stage of processing—reduced the handling cycle by two-thirds, i.e., from 900 feet to 300 feet.

Avoid Haphazard Movement

Another common sight is the zigzag order of machines inside the factory. A shop laid out with machines each side of a gangway is not usually at its best with cross-cut saws on one side, straight line edgers on the other, then over the gangway to planing and moulding machines, back again to gang-mortisers, spindle moulders, and so on. This zig-zagging movement puts the handled ton per finished product up in leaps and bounds. It is by flow-line diagrams that this haphazard movement is easily detected.

From here planning should commence so that an ordered sequence of movements in a forward direction is, if possible, established. Remember, it is not necessary, nor always convenient, to keep materials flowing in a dead straight line. What should be aimed for is, as has already been said, an ordered sequence of movements in a forward direction.

Fig. 1 is an example of haphazard movement. This is not a study of one works but one that might be formulated from several; its purpose is to illustrate the evils of such movement.

Fig. 2 shows the outcome of careful planning as a direct result of laying down the former flow-line diagram.

I must admit that it has been my privilege to visit only a very small section of the furniture manufacturing industry in this country but generally speaking I have found that the handling of materials in your industry could be greatly reduced by drawing up such diagrams and surveying them in a critical manner.

Make "Work-Movement" Chart

To make a more detailed study a "work-movement chart" could be drawn up where the various work details are listed; where operations, transportation, storing and inspection are recorded graphically; where the distance moved in feet, the number of operators and the time taken during operations are also recorded.

Before going on to describe equipment I want to give a few rules which more or less sum up what I have said so far.

(1) When making a materials handling survey, ask yourself the question: "Must we handle at all?" (2) Examine your plant layout by drawing up flow-line diagrams. Pinpoint the weak spots and rearrange, if necessary, both departments and machines. In other words, consider whether the present sequence of operations is giving optimum service. (3) If a more thorough survey is required make a work study and draw up a chart so that again weak spots may be pinpointed when operations even of the operators may be revised. (4) Wherever possible make sure that materials do not touch the floor but move forward in an uninterrupted flow. (5) Where possible mechanise processing as well as handling operations between stages of processing.

New Side Lift Fork Truck

Until recently the operation of off-loading and stacking in any timber storage yard was by jib and derrick cranes; this in itself is a lengthy operation.

There is now, however, an improved method of doing this with a fork lift truck having its fork at the side instead of, as is conventional, at the front. This truck can be used for carrying, lifting and stacking logs of 30 feet long and more as well as baulks of timber. Its over-all width is 5 ft., fork 3 ft. 4 in., long, can operate in a 5 ft. 6 in. wide gangway and lift and stack loads of 6,600 pounds to a height of 13 ft. Its speed of travel when loaded is 15 m.p.h.

A more powerful version of this truck has an over-all width of 9 ft. with fork 6 ft. 6 in., and operational in a gangway of 9 ft. 6 in. wide. This model can lift and stack loads of 10,000 pounds to a height of 12 ft. and has a speed of travel of 30 m.p.h.

The conventional fork lift truck, because of its narrow wheel base and instability, has never been a practical unit for handling lengthy loads and anyway the very wide gangways which would be required would have ruled out its use. Now, however, we have a truck that does not have these deficiencies.

7,500 ft. Timber Stacked in 1 Hour

Another recent addition to industry in this country is a portable stacker capable, with three men, of stacking 7,500 feet of timber per hour; it is adjustable in speed and made in standard heights of 16, 18, 20 and 24 feet. The discharge is automatic so that jamming is prevented if the machine is unattended.

This unit is reputed to have cut handling costs in the stacking of timber by at least 50 per cent.

Whilst the side-lift fork truck will, in many factories, replace the jib and derrick crane, the overhead travelling crane is still very useful for handling timber in bulk.

One of its advantages is that such a unit could be put up in a stockyard and could span almost every square inch of floor area; another advantage is that the height of stacking is only governed by the clearance under the crane and load.

Whilst in the crane category there is another very useful type. It has infinite possibilities for not only can the crane cover the area within its own span of runway track but is also transferable from bay to bay so that the area covered is unlimited. It also

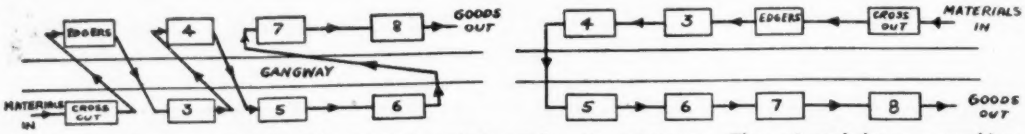
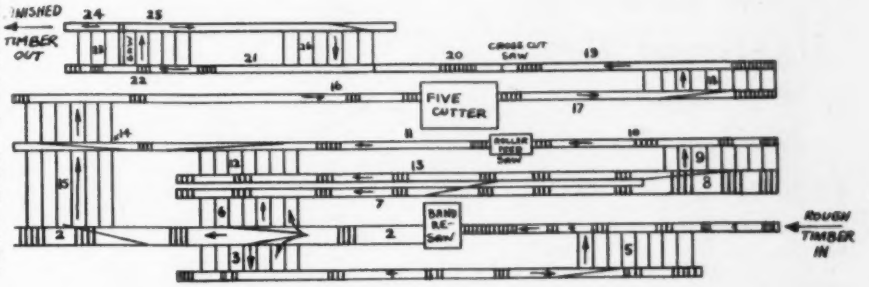


Fig. 1 (left) shows a state of affairs which is unfortunately not uncommon. Flow of work between machines is haphazard and parts continually cross the gangways. Fig. 2 (right) shows how the same plant can be reorganised so that work moves forward in a smooth and uninterrupted flow.

Case Study Shows How To Make Most Of Conveyors

Diagram of the sawmill in a mechanised built-in furniture plant shows how a model layout can be achieved by conscientious planning and labour cut by use of conveyor systems. Some flexibility is given to the system by the use of the movable ploughs shown. Timber, brought to the mill on wagons, feeds straight on to the conveyor rollers.



has the added advantage of branch-offs and is thus able to follow a zig-zag path to a predetermined spot.

Finally, we notice that the operator can lower both his cabin and the hoist to the ground, leave his cabin, secure the load and take it on its journey single-handed.

This unit has many possibilities in the small and medium-size factory.

Disposing of Offcuts

One problem that seems to rear its head quite frequently in the furniture manufacturing industry is the disposal of off-cuts from machines to a central pile somewhere in the yard.

A system of small belt conveyors (or chain conveyors) linking up at various points would, I believe, relieve this situation considerably. Such a system could be easily arranged in those factories where machine follows machine so that one belt conveyor running along the backs of the machines would collect from each one and transfer the load in bulk to the central pile, or direct to the furnaces.

I think that perhaps one of the most versatile items of equipment of specific value to the furniture manufacturing industry is roller conveyor.

In this class of equipment there are three divisions: (1) Gravity, (2) Part-powered, (3) Fully-powered.

Advantages of Spraying Tunnels

One weak point in many industrial plants is in the spraying and drying process. At this point the articles are put down, picked up and moved—in other words manhandled—more than during any other part of the process.

Spraying and drying tunnels are becoming more and more useful in eliminating the obvious bottlenecks caused by such hand-to-hand methods. This automatic process not only prevents the operative from ultimate ill-health but keeps the material flowing continuously thereby taking the commodity off the floor and saving valuable floor space. Such a tunnel would be made up from mild sheet steel with an overhead chain conveyor or wire belt conveyor running through it. A series of spray pipes would be fitted in the tunnel and play on the carried furniture.

There are thousands of hook and attachment designs and methods of turning the article of furniture in the spraying tunnel and, if required, in the drying tunnel.

Three Useful Slat Conveyors

The slat conveyor is useful for inspection and for carrying the finished articles to storage.

With the majority of equipment, possible arrangements are of paramount importance, and will often govern the type ultimately installed.

There are three classes of slat conveyor:—

(1) Those which convey in a longitudinal path only, simply for conveying from point to point whether in an inclined or horizontal plane or in a combination of both. (2) Those which convey in a horizontal path only and are excellent for inspection. (3) Finally there is the class for conveying in both a longitudinal and horizontal path. This method is excellent for combining processing and inspection on the same line.

16 Chairs at a Time

Once the finished product has been packed, or protected from scratching by wrapping, the final stage of stacking in storage may arise. It would not be unusual for 16 chairs to be handled, eight on each pallet, at one and the same time. The special method of fixing the chairs and palletisation allows from floor to roof stacking.

Such methods of palletisation are applicable to a great deal of the furniture manufactured in your industry.

A very popular development in this direction is in the handling of large pieces of furniture simply by fixing wood strips to the bottom to allow the prongs of the truck to pass under ready for lifting. Where stacking is also required these strips of wood are cushioned with rubber, to prevent tearing the packing and ultimately scratching the polished finish of the article.

Our case study is a simple one and covers only part of a well-mechanised company, Peerless Built-in Furniture, Ltd., manufacturing cabinets, dressers, cupboards and wardrobes. The factory covers some 3½ acres and has a clear floor space of 100,000 sq. ft.

The portion with which we are concerned is the sawmill. Rough baulks fed into this mill first become boards and are then sawn and planed to the correct sizes without being manhandled.

The first part of the journey to the sawmill is made from the drying sheds where baulks of specially selected timber are stored. Wagons take the timber direct to the mill entrance where they are fed on to powered roller conveyor 1, in. Fig. 3, that takes them to a band resaw having a cutting capacity of 90 feet per minute. From the saw the planks discharge on to conveyor 2 that carries and feeds them—via a plough—on to a cross chain conveyor, 15. This conveyor, passing beneath conveyor 14 discharges on to powered roller convevor 16 that takes the boards to a five-cutter planing and moulding machine at a sufficient rate of flow so that the machine is fully utilised.

Use of Special Ploughs

Before going further may I explain the reason for the ploughs shown dotted on the diagram. It may well be that a number of the planks need ripping by the roller feed saw or require to pass through the band resaw more than once. In such cases, the dotted ploughs are put into action so that the timber will pass either to chain conveyor 3, roller conveyor 4, chain conveyor 5, and back on to conveyor 1, journeving on to the band resaw, or pass to chain conveyor 6, roller conveyors 7 and 13, chain conveyor 9, then on to roller conveyor 10 to the roller feed saw. Both these

(*continued over page, col. 2*)

HARDWOOD MARKET

By Quercus

Hardwood Men Meet Govt. on Licence Issue

THERE have recently been a series of important developments in regard to the import of hardwoods from the non-sterling area. As reported in last week's issue, a special meeting of the hardwood trade, representative of both importers and agents, was held in London recently when a resolution urged that only the adoption of a system of open general licences in 1954 would overcome existing administrative difficulties which, it is claimed, have resulted in inequities.

Last week the hardwood trade met representatives of the Ministry of Materials and the Board of Trade when a copy of this resolution was officially handed over with a request that it be brought to the attention of the Minister of Materials at the earliest moment.

* * *

At the same time the question of the existing arrangements regarding currency allocations for the purchase of non-sterling hardwoods was discussed and as a result a new notice on this matter has been issued to importers which has the effect of easing the present position and, to that extent, has been welcomed.

* * *

The whole question of non-sterling hardwoods, however, remains very confused. Importers are worried not so much about what happens for the remainder of 1953 as to whether or not there will be a stable policy on this matter next year. The fact that the resolution urging open general licences in 1954 and for the following three years at least, was unanimous can leave no doubt in the minds of the authorities as to the trade's opinion and it now remains to be seen whether or not this advice will be followed.

* * *

The new plywood scheme relating to National stock purchases and import entitlement is now beginning to have some tentative impact on the market and the general opinion seems to be that towards the end of the year or, at least, in the early months of next year, the larger import entitlement will have resulted in the restoration of a better balance of plywood stocks throughout the country.

Bleached Finishes

Latest U.S.A. Methods

A USEFUL section on finishing is contained in "Timber and the Furniture Industry," the latest O.E.E.C. report on American methods. (Publication announced in "*World*" issue of September 4.)

Bleached furniture, the team reports, is increasing in popularity in the States. The same effect as bleaching is also achieved by using semi-transparent enamel for lacquering.

"The process," says the report, "requires great skill to produce even and spotless surfaces, while the structural properties of the wood must not be damaged by bleaching.

"A satisfactory bleaching method is to spray on a solution containing sodium hypochlorite. This is allowed to soak into the wood for a set time and a solution of hydrogen peroxide is then sprayed on. Both chemicals are needed to give the wood the bleaching required; they may be mixed before the operation but this greatly reduces the effect.

"Alternatively, a solution of oxalic acid, sodium hydro-sulphite and chloride of lime, household chlorine bleaches, sodium methacrylate and sodium perborate can be used. If the resulting colour is not sufficiently light, the bleaching process is repeated. Since most bleaches are corrosive, the work should be washed with acetic acid about an hour after bleaching. Cheap furniture, however, is often washed over with lukewarm water.

Bleaching is followed by sanding.

Russians Say They Can Dye Living Trees

SOVIET official sources claim Russian scientists can change the colour of wood of living trees. Birches and pines treated by dyestuffs injections yield pale blue, brown or red wood when felled. This can be used for furniture without painting or staining.

Chairs made from some of the birches are said to look like rosewood. Some of the pine resembles mahogany. The colours are not affected by time, sunlight or water, claim the scientists responsible.

A new illustrated booklet showing their range of continental woodworking machinery and veneer and plywood plant has been produced by Interwood, Ltd.

Materials Handling

(*from previous page*)

processes may be repeated until the timber is ready for the five-cutter, to which all routes lead.

To remove all defects—such as knots—the planks pass by way of roller conveyor 17, chain conveyor 18 and roller conveyor 19 to the cross-cut saw. A belt conveyor 21 follows the cross-cut saw and roller conveyor 20; this is further extended by conveyor 22, with closely pitched rollers, both designed to accommodate the small pieces of board which pass from the cross-cut saw. Whilst the boards pass from conveyor 22 across a chain conveyor 23, another sawing operation is carried out and from here they pass either to the right on to a belt conveyor, 25, back again to conveyor 21, via a slat conveyor, 26—should a further cutting be found necessary—or, to the left on to a slat conveyor, 24, where finished lengths are off-loaded and stacked in trucks for further processing.

Only Six Operators Needed

A total of six operators only is required when the band resaw, five-cutter and two cross-cut saws are in operation. This figure allows for one skilled operator to each machine and two labourers—one feeding the mill and one stacking the finished pieces into the trucks. When the roller feed rip saw is in operation an additional skilled operator is required.

In conclusion it is interesting to note that careful thought has also been given to other departments in this factory. For instance, in the assembly shop the finished product is placed on a roller conveyor, running down the centre of the shop, that takes them to a lift at one end; this is tripped automatically and carries them to the first floor for cellulosing. At this point the finished product is automatically transferred from the lift to roller conveyor and then on to trucks which are moving continuously on an endless track laid down in the shape of an ellipse 21 ft. wide by 250 ft. long.

The speed of these trucks is regulated to allow sealing, priming—two paint spraying operations, drying—by way of a thermostatically-controlled steam-heated oven, flatting, and then the final coat of cellulose culminating in a final journey through a drying oven, all effected in a continuous steady flow without manhandling.

The last operation is the fitting of handles, hinges and locks, followed by final inspection.

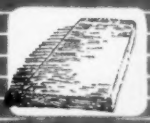
It is, I believe, clear that this optimum in materials handling has as many possibilities in the furniture manufacturing industry as it has in the car industry. It is merely a case of getting down to some concentrated thinking and applying these well-tried methods and principles to your own factories.

MCF

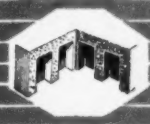
MCF 'WADALIN' Cotton Felt

MCF Woollen Felt

MCF Interlaced Hair Padding

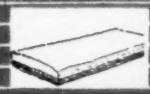


MCF Garnetted SISAL Padding



MCF LATEX Foam

MCF Teased Fibres



MCF Composite Padding (FIBRE & FELT)

Fillings

FOR BEDDING & UPHOLSTERY

All fillings which come under the classification of B.S. / 1425 are guaranteed to conform to the standard of cleanliness prescribed therein

MANCHESTER COTTON FELT
COMPANY LIMITED
SUN MILLS, RADCLIFFE, LANCASHIRE.
Telephone: RADCLIFFE 2428/2429

We have a BENT

for bending TIMBER!

FOR THE FURNITURE & ALLIED TRADES

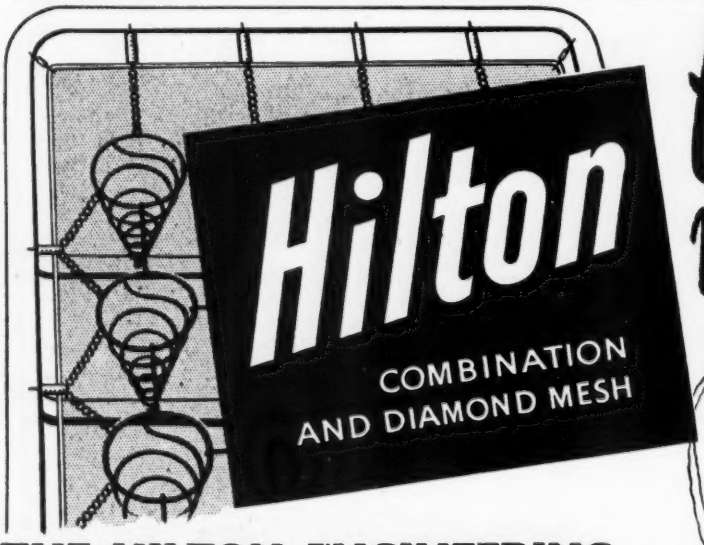
★ **We can solve your bending problems at our new premises**

GOOD STOCKS OF ASH, BEECH & OAK FOR CHAIR FRAMES, ETC.

BENTWOOD (STRATFORD) LTD.

9, RATCLIFFE CROSS STREET, COMMERCIAL ROAD, LONDON, E.1

STE 1565/3718



for wire mattresses

WITH ALL THE FEATURES YOU ARE LOOKING FOR!

THE HILTON ENGINEERING COMPANY LTD.

Brookside Mills, Charles Street, LEIGH, Lancs.

STOCKROOM - SHOWROOMS { **LIVERPOOL: 35 Sefton Street. Telephone: Royal 8301-2**
PRESTON: Astleyfield Mill, St. Paul's Road Telephone: Preston 3641

The mass production of furniture calls for consistency in the timber used — and for consistency there is nothing to better WEYROC. The advantages arising from its use lead to a reduction in costs at every stage of production.

weyroc
MAN-MADE TIMBER

the consistent timber

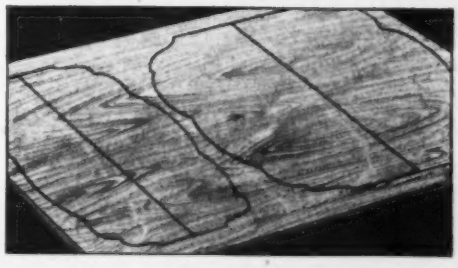
for production efficiency

KILNING IS UNNECESSARY

When Weyroc Man-made Timber is used—Weyroc has a controlled moisture content.

STORAGE IS SIMPLIFIED

for Weyroc can be stacked flat on a timber floor — without air spaces.



FEWER OPERATIONS ARE REQUIRED

because the Weyroc sheet size allows the cutting of large components in a single piece.

WASTAGE IS REDUCED

by Weyroc's freedom from knots, faults and splitting.

VARIETY OF FINISH

is made possible by the choice of Plain, Paper-surfaced and Veneered Grades of Weyroc.

Weyroc is backed by 8 years' reputation for unvarying quality and dependability. Weyroc has stood the test of time—is the timber for the furniture of the future!

WEYROC Boards measure 8′ x 4′ x ½″ and ¾″. They can be worked on normal woodworking machinery following conventional methods of jointing and assembly. The full specification, prices and details of the channels of unlimited supply — without licence — can be obtained from :

EVERY GENUINE WEYROC BOARD BEARS THE WEYROC LABEL

THE AIRSCREW COMPANY & JICWOOD LTD., Weybridge · Surrey

Telephone: Weybridge 1600 · Telegrams: Airscrew, Weybridge

"R.P." BRAND COLD CASEIN GLUES

BONE GLUES & SKIN GLUES
All Grades Sheet and Powder
Special Adhesives for all Trades

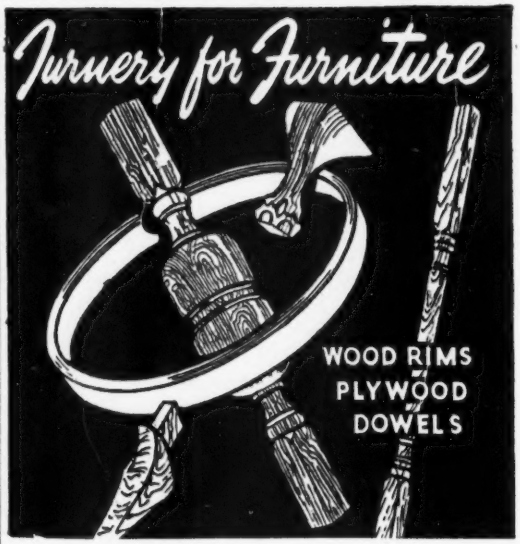
ROBERT PINTUS & CO. LTD.

17/19 STRATFORD PLACE, LONDON, W.1. Telephone: GROSVENOR 8251

WILLIAMSON AND KAY LTD.

IMPORTERS AND STOCKISTS OF ALL THE BEST KNOWN HARDWOOD

Offices:
LIVER CHAMBERS, 9 TITHEBARN ST., LIVERPOOL
Telephone: Central 3054, 3055.
Telegraphic Address: Laburnum
Storage Yards: 20, DERBY RD., LIVERPOOL 20.
(Open Storage Available)



List on application to:

H. A. SPIERS & CO. LTD.

328/330, HACKNEY ROAD, LONDON, E.2

Telephone: SHOreditch 8791-2-3

WILKINSON (VENEERS) LTD.

19 NORTON FOLGATE, LONDON, E.1

Telephone: BIShopsgate 6628 & 6629

Makers of

INTERLACING MACHINES

for

CURLED HAIR, COIR and SISAL or SISAL and COTTON FELT

ASK FOR DETAILS OF OUR NEW UPSTROKE MACHINE [Patented]

● SIMPLE ● SILENT ● EFFICIENT

WILLIAM BYWATER, LTD.

Sweet Street Foundry, LEEDS, 11

ESTABLISHED 1860 **(ENGLAND)**

Telephone: 33371 *Cables and 'Grams: "BYWATER, LEEDS"*

J. H. & F. W. GREEN LIMITED

TIMBER

SUSSEX DOWEL CO.

DOWELS

CHARLTON SAWMILLS · SINGLETON · CHICHESTER

Telephone & Telegrams: SINGLETON 232/3

A RENOWNED BRITISH FLOCK FINISH

Spraytex

Spraytex DECORATIVE & HARD WEARING.

Spraytex FIRE RESISTANT

Spraytex RESISTS CONDENSATION.

Spraytex WORLD FAMOUS SINCE 1945.

Spraytex THE ONLY COMPLETE SERVICE SUPPLYING FLOCK, ADHESIVE, EQUIPMENT & FULL ADVISORY SERVICE.

Spraytex

SEE THE NEW VELVET PILE FINISH — BY THIS ELECTROSTATIC PROCESS

WRITE FOR OUR LATEST FOLDER

SPRAYTEX (MANCHESTER) LTD.
168 OXFORD ROAD. MANCHESTER, 13.
CW2065/13

TWINES & CORDS

for BEDDING and UPHOLSTERY
Also HESSIAN, KAPOK SPRINGS, etc.

G. J. YOUNG & Co., Ltd.
HIGH WYCOMBE, Phone: High Wycombe 112
BRANCHES: MANCHESTER & READING

A. TURNER SMITH LTD
THE FLOORCOVERING WHOLESALERS
MEMBERS OF THE WHOLESALE FLOORCOVERING DISTRIBUTORS ASSOCIATION

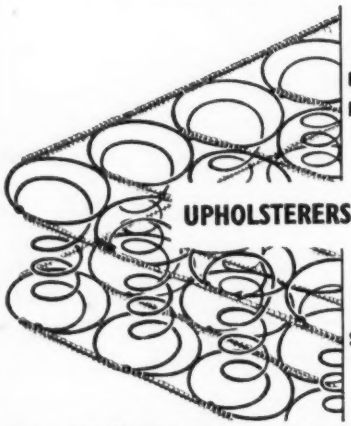
AXMINSTER AND WILTON SQUARES · BODY CARPET, RUGS AND STAIR CARPET

WE SPECIALISE IN CLOSE COVER WORK. SEND YOUR ENQUIRIES TO US. WE WILL SEND SAMPLES OF BODY CARPET—MEASURE—MAKE—AND LAY.

NOTE NEW ADDRESS

Offices and Showrooms:
Integrity House
15 Hoxton Market (off Pitfield Street)
Old Street, London, N.1
SHOreditch 7724 (3 lines)

WE CAN SUPPLY
CUSHION SPRING INTERIORS



PROMPT DELIVERIES

UPHOLSTERERS SUNDRIES

SPRINGING

B. CARAS & Co. LTD.
UPHOLSTERERS WAREHOUSEMEN
23-24 SHOREDITCH HIGH STREET, LONDON, E.1
Telephone: BIShopsgate 2908

W. Weisbaum & Sons Ltd.

TIMBER IMPORTERS
LARGE CONSIGNMENTS OF YUGOSLAVIAN & FRENCH
BEECH SQUARES AND HARDWOODS
ARRIVING REGULARLY

194/200, BISHOPSGATE · LONDON · E.C.2
TELEPHONE: AVENUE 1812/3

CLASSIFIED ADVERTISEMENTS

"Situations Vacant" and "Wanted" and "Representatives Wanted"—2/- a line.
(15% Discount for three or more consecutive insertions.)

All other Headings—2/6 a line, approximately six words. Box Number Advertisements—address counting as one line plus forwarding charge of 1/-. Display panels 30/- per inch, 25/- per ¾ inch. Address: 180 Fleet Street, E.C.4. 'Phone: CHAncery 8844.

SITUATIONS VACANT

THE ENGAGEMENT OF PERSONS ANSWERING THESE ADVERTISEMENTS MUST BE MADE THROUGH A LOCAL OFFICE OF THE MINISTRY OF LABOUR OR A SCHEDULED EMPLOYMENT AGENCY IF THE APPLICANT IS A MAN AGED 18-64 INCLUSIVE OR A WOMAN AGED 18-59 INCLUSIVE UNLESS HE OR SHE, OR THE EMPLOYMENT IS EXCEPTED FROM THE PROVISIONS OF THE NOTIFICATION OF VACANCIES ORDER, 1952.

CARPETS AND SOFT FURNISHINGS: Opportunity for young man (single preferred but not essential) to take charge of departments (especially workshops); able to estimate and drive car; state age, experience and salary required.—Apply to Cole & Hobden, Littlehampton, Sussex.

EXPERIENCED Furniture Salesman required. Busy cash and h.p. trade. North London area. Good wages and commission.—Apply, Box No. 8889, Furnishing World, 180 Fleet St. E.C.4.

EXPERIENCED furniture salesmen required for new branches in Medway towns; top salary and commission; early promotion to managerial positions for right men.—Apply John Boyes (Stores), Ltd., 295 High Street, Chatham, or 211 High Street, Bromley.

EXPERIENCED Lino and Carpet Planner required.—Apply Fishpools, House Furnishers, High Street, Waltham Cross. Tel.: 3333.

FREELANCE DRAUGHTSMAN required; contemporary and modern design.—Box No. 8900 Furnishing World 180 Fleet St. E.C.4.

FURNITURE SALESMAN, fully experienced, display, etc.; permanent; excellent prospects.—Write fully, J. Collier & Sons, Ltd., 429-431 Brixton Road, S.W.9.

FURNITURE SALESMAN wanted, must be young and smart.—Apply immediately: T. Edwards, House Furnishers, Fleet Street, Coventry.

GARNETT OVERLOOKER required; plant consists of 12 garnetts, including high production machines working two 12-hour shifts, garnetting wool filling and jute; Applicant must be good disciplinarian and willing to work on night shift periodically.—Box No. 8903 Furnishing World 180 Fleet St. E.C.4.

SITUATIONS VACANT

SMALL & SON (BATH), LTD., house furnishers, Midland Bridge, Bath, will shortly require a first-class salesman for the opening of their Bristol branch; this is a good opportunity for a man to obtain substantial remuneration providing he can offer highest references and is able to show results. If proved satisfactory after a period of trial, managership will be offered.—Replies with full details, received in strict confidence

KEEN SALESMAN required, able to serve through; state experience, age and salary required.—Apply Fishpools, House Furnishers, High Street, Waltham Cross. Tel.: 3333.

JUNIOR SALESMAN will shortly be required by Smalls, of Bath, for the furniture department on the opening of their Bristol branch; promotion is certain if interest and ability is shown.—Reply with full details in strict confidence to Small & Son (Bath), Ltd., Midland Bridge, Bath.

SOUTH-EAST LONDON Furnishers require Salesman with general experience including soft furnishings and display.—Details of age, experience and salary required to Box No. 8899 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVES WANTED

CONWAYS UPHOLSTERY, LTD., require first-class representation, Midlands area, top grade 3-piece suites of exclusive design.—All applications: Harper Street, Nr. Market, Leeds.

FIRST-CLASS REPRESENTATIVES required for Yorkshire and also Newcastle area; must be car-owner carrying one other house only and accustomed to big figures.—Write in first instance: Jarman & Platt, Ltd., Mansford Street, London, E.2.

MANUFACTURER in North London requires energetic representatives in South Wales, Devon, Cornwall, Midlands and North-East England; must have had experience in the trade or allied.—Write, stating age and experience, Box No. 8902 Furnishing World 180 Fleet St. E.C.4.

OLD ESTABLISHED upholstery firm with good connection in the Midlands, requires representative. Every support given.—Write in confidence to Box No. 8891 Furnishing World 180 Fleet St. E.C.4.

OLD-ESTABLISHED manufacturers require representative for competitive lines on commission basis; wood bedsteads, spring mattresses, dining and occasional furniture, midlands area.—Box No. 8853 Furnishing World 180 Fleet Street E.C.4.

REPRESENTATIVES WANTED

REPRESENTATIVE required for London area.—Apply in writing giving full details to Thomas Glenister Ltd., Temple Works, High Wycombe.

REPRESENTATIVE required for South London and part of Central and North London; only first-class representative with good connections amongst house furnishers, stores and upholsterers will be entertained; fully detailed replies will be treated in the strictest confidence.—Box No. 8901 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVES required for competitive medium-class walnut bedroom suite manufacturers for the following areas:—London, Newcastle and Scotland, North and South Wales, South and East Coast; appointment on commission basis; applicants must be of proven ability; all replies treated in strict confidence.—Apply Managing Director, Resnick Brothers, Royseal Works, Penmaen Road, Blackwood, South Wales.

REPRESENTATIVES required for North of England, Lancashire and Pottery territories by manufacturers of china cabinets, bookcases, bureaux and secretaires; must have established territory with good houses.—Apply Box No. 8890 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVE wanted for the London area to carry complete range of occasional furniture; good commission and every co-operation given.—Apply: A. Rack, 384/386 Hackney Road, E.2. Telephone number Shoreditch 8161.

REPRESENTATIVES wanted, on commission basis, to sell exclusive designs in good-quality china cabinets at competitive prices: (1) Northumberland, Cumberland, Westmorland and Durham; (2) East Coast.—Write in confidence to Box No. 8904 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVE—For the Kent, Sussex, Surrey area required by old-established manufacturer of bedsteads, bedding, wire spring mattresses, babycars and folders; a good existing connection to be handed over; only applicants with experience of the trade will be considered; car owner essential.—Apply: Searchlight, Ltd., Halesowen, Worcestershire.

REPRESENTATIVES REQUIRED FOR NORTH AND SOUTH LONDON AND SOUTH COAST; MUST BE EXPERIENCED AND WELL KNOWN ON THE TERRITORY.—WRITE, GIVING FULL DETAILS TO S. MORRIS & SONS (LEEDS), LTD., 17-25 VALE ROYAL, YORK WAY, N.7.

CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 70

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 69

REPRESENTATIVES WANTED

FURNISHING FABRIC producers and distributors require first-class Representatives with good connections retail stores and furnishers; must be car-owner and willing attend interview in London; 5 per cent commission basis; every assistance given; no objection to complementary lines carried; range small but competitive, offering opportunity for energetic men to earn substantial incomes; write fully.—Fidelis Fabrics, 41 Beauchamp Place, S.W.3.

VANDERBORGHTS, LTD., Woodland Grange, Ovingdean Road, Brighton, invite applications for representative for London; only first-class representative with connections amongst stores, decorators, high-class furnishers and upholsterers will be entertained. Replies with full details will be treated in the strictest confidence.

REPRESENTATIVE REQUIRED FOR EASTERN COUNTIES BY LONDON MANUFACTURERS OF CHINA CABINETS, COCKTAIL CABINETS, BUREAUX, ETC. APPLICANTS MUST OWN CAR AND HAVE GOOD CONNECTION.—APPLY IN WRITING TO SALES MANAGER, W. G. TURNIDGE, LTD., ST. ANDREW'S WORKS, VIADUCT STREET, LONDON, E.2.

PARTNERSHIP AVAILABLE

PARTNERSHIP offered to practical stuff-over frame maker in newly-opening business.—Box No. 8893 Furnishing World 180 Fleet Street, E.C.4.

BUSINESSES WANTED

WANTED: Large or small furniture busi-ness—H.P. or cash with existing staffs (if desired) in North Midlands, Lancs, Yorks and North-East Coast; all correspondence treated as strictly confidential. —Managing Director, Ridings Stores, Ltd., 5-11 Richmond Grove East, Longsight, Manchester, 12.

PREMISES FOR SALE

FOR HEALTH REASONS the following premises for sale: Situated Liverpool centre; indoor working floor space approx. 6,000 square feet, open yard approx. 10,000 square feet, frontage approx. 250 feet; woodworking machinery installed, two timber-drying kilns and small staff of good conscientious workmen; exceptionally profitable proposition for person with about £5,000 to £6,000 capital.—Box No. 8898 Furnishing World 180 Fleet St. E.C.4.

AGENTS WANTED

AGENT or part-time representatives wanted in London and near London area; New and most acceptable product; commission basis; own car necessary; in demand by trade now.—Apply Box No. 8877 Furnishing World 180 Fleet St. E.C.4.

FOR SALE

SECOND-HAND renovated streamlined upright iron frame Pianos (as new) from £40. Try one.—Ingram Piano Co., Ltd., 72-74 Chapeltown Road, Leeds, 7.

IMMEDIATE delivery of rayon and cotton-covered brightly-figured Spring Interiors —all sizes from 85s. B.S.I. discounts for quantities. Reputable maker. Fully guaranteed. Why be without? Customers own exclusive ticking and customers own label if desired.—Box No. 8892 Furnishing World 180 Fleet St. E.C.4.

RECONDITIONED ex-Army huts and manufactured buildings; timber, asbestos, Nissen type, hall type, etc.; all sizes and prices.—Write, call or telephone: Universal Supplies (Belvedere), Ltd., Dept. 46 Crabtree Manorway, Belvedere, Kent. Tel.: ERIth 2948.

DUST SHEETS

BRAND New Unbleached Heavy Cotton and also Twill. Sizes 12 ft. x 6 ft. and 12 ft. x 9 ft. Also Tarpaulins, Brand New, 1st Quality Jute, size 18 ft. x 12 ft. All for immediate delivery.—S. Alter, 19 Oakley Avenue, Ealing, W.5. 'Phone: ACO 1788.

SERVICES AND SUPPLIES

The Specialists For
HAIR CARPETING
DAVID A. CADENHEAD & SON
120, 122, 126 & 132 Camberwell Road, London, S.E.5.
"CORD" IALLY YOURS

PLEASE NOTE: Change of Telephone Number to—
RODney 5751/4.

STOCKS WANTED

SPOT CASH for cabinet manufactures' surplus stocks, plywood offcuts, etc.—Full details and price to J. E. Jones, 10 Grey Street, Manchester, 12.

PLYWOOD STRIPS, 2 x 1 offcuts.— Western 1612.

WANTED

WHOLESALER requires cotton rugs cheap, 6 ft. x 4 ft., also felt base and Axminster rugs; regular orders.—Jones (Wholesale Floorcoverings), Broad Street, Leominster.

VAN FOR SALE

AUSTIN 1949 FURNITURE VAN for sale, 1,250 cubic feet, new engine in August; very good condition.—L. Marcus, Ltd., Beatty Works, Beatty Road, N.16.

MACHINERY FOR SALE

HOLDEN'S patent lino measuring and rolling up machine; paper baling machine; both for sale at The Hogarth Warehouses, Ltd., 70 Foleshill Road, Coventry.

FOR SALE: Broom & Wade compressor with output of 40 C.F. air per minute, complete with air receiver and water tank, starter and motor, piping, etc. in excellent condition; can be seen working by appointment.—L. Marcus, Ltd., Beatty Works, Beatty Road, N.16.

USED WOODWORKING MACHINES
for sale - - - - EX STOCK
Horizontal Wood Borer; table 33½ in. x 14½ in.; maximum distance table to chuck, 11 in.
2 Wadkin Ball Bearing Multi-Wood Recessing Machines with 5 heads.
2 Wilson & Pearce Dowel Making Machines, 3/16 in. x 1 in. capacity, motorised.
Danckaert 31¾ in. x. 9 in. Panel Planer.
Habrema 16 in. Overhand Planer, motorised.
Sagar Ball Bearing Radial Disc Sander; radius 78 in., Disc 8 in. dia.
24 in. Multiple Spindle Dovetailer with 12 spindles at 2 in. centres.
F. J. EDWARDS LTD.
359 Euston Road, LONDON, N.W.1
Phone: EUSton 4681
and 41 Water Street, BIRMINGHAM 3
Phone: CENtral 7606

FOR

DOUBLE-QUICK

RESULTS . . .

EVERY DAY representatives are wanted, situations become vacant, others are filled, business opportunities occur, premises required, machinery bought and sold—*all in double quick time* when the Classified Advertisement Columns of the Furnishing World are used. For the FURNISHING WORLD *PULLS*—it covers everybody in the Trade.

PUT YOUR

"Classified" Advertisement

IN THE

FURNISHING WORLD

"Covers the entire Furnishing Trade"

- **REPRESENTATIVES WANTED**
- **SITUATIONS VACANT AND WANTED**
- **SALES AND WANTS**
- **BUSINESS OPPORTUNITIES**
- **MACHINERY**
- **AGENCIES**
- **ACCOMMODATION**
- **PREMISES, ETC**

CLASSIFIED ADVERTISEMENT RATES

Representatives Wanted } 2/- per line
Situations Vacant and Wanted } (approx 6 words)

(15% Discount for three or more consecutive insertions.)

All other headings 2/6 per line

Display Panels 30/- per single column inch

Ring Chancery 8844 (ex 119) for *double-quick* service.

FURNISHING WORLD, 180 FLEET STREET, LONDON, E.C.4 Telephone: CHAncery 8844

DINING CHAIRS

RUSSELL & CO. (FURNITURE)

253 WOOD STREET, WALTHAMSTOW, E.17 *KEYstone 4444*

INDEX to ADVERTISERS

AVP Industries, Ltd. 25
Adams Studios, Ltd. 20
Airscrew Co. & Jicwood, Ltd. 65
Allen, A. J. (High Wycombe), Ltd. 28
Atkin, Bates & Co. 18

Beatall Furniture, Ltd. 8
Belfast Ropework Co., Ltd. 20
Bentwood (Stratford), Ltd. ... 64
Berry, H. J., & Sons, Ltd. ... 20
Blue Gate Products, Ltd. 33
Bruce, Robert, & Co., Ltd. ... 36
Byfleet Furniture, Ltd. 21
Bywater, Wm., Ltd. 67

Camm, P., Ltd. 18
Caras, B., & Co., Ltd. 68
Cartwright, B., & Sons 29
Castle Bros. (Furn.), Ltd. 11
Chiswell Wire Co., Ltd. 39
Cumming, A. S., & Co., Ltd. 22

David Bros. 24
Davies, D. M., of Slough ... 7

Ever-tidy Products, Ltd. 22

Farmer, Leopold, & Sons, Ltd. 54
Flint, H. W. 8
Fogel, A., & Sons, Ltd. 24
Foxton, W., Ltd. 41
Fraser, H. S., Ltd. 37

Gibbs, Herbert E., Ltd. 36
Gilbert, D. M., & Co. 23
Gloria Cabinet Works, Ltd. 26
Goodchild Bros. 26
Greaves & Thomas, Ltd. Cover i
Griffiths & Thompson, Ltd. 12

Hanover Trimmings, Ltd. ... 33
Harris Goldstein 28
Harrison & Bardesley 32
Hart, E. 56

Heap, J., & Co., Ltd. 12
Hecht, E., Ltd. 12
Hewson, Bates, Ltd. 22
Howland, R. J., & Co. 38
Hilton Engineering Co., Ltd. 64
Hudson, W. A., Ltd. 56
Huntley & Co., Ltd. 22
Hygena Cabinets (Liverpool), Ltd. 35

Jaffe, M. 20
Jarman & Platt, Ltd. 54
Joynson, Holland, Ltd. 40
Jubilee Floating Springs, Ltd. 31

Kennett Price Markers 24
King & Darbyshire, Ltd. ... 55

Lamb, C., & Sons, Ltd. 39
Lawrence, W., & Sons (Furn.), Ltd. 14
Lazarus, L., & Sons, Ltd. ... 57
Levin, M., Ltd. 5
Leylux, Ltd. 10

McCann, R. H., & Co. 32
Macbarkers (Upholsterers), Ltd. 4
McCartney, B. 35
Manashe, J., & Co., Ltd. ... 14
Manchester Cotton Felt Co., Ltd. 63
Marcus, L., Ltd. 16
Maubard (Furn. Mfg.), Ltd. 24
Mellors, Monro & Co., Ltd. 32
Mersey Timber Co. 34

Morris, S., & Sons (Leeds), Ltd. 9
Morris, Wilkinson & Co. (N'ham.), Ltd. 1
Morris Commercial Cars, Ltd. 19
Multi Spring, Ltd. ..... 2 & 3

Nash, F., & Son. 26
Nelson Wire Mattress Co., Ltd. 16
Newbold, F. & C., Ltd. 10
Nichols, J. R. 34
Northern Spring Cushion Co. 28
North, B., & Sons (West Wycombe) 16

Oakridge Chair Works, Ltd. 25

Pamphilon, J., & Sons, Ltd. 32
Pearce & Cutler, Ltd. 27
Peatey Bros. 28
Permanite, Ltd. 30
Pintus, Robert, & Co., Ltd. 66
Plumridge, Wm., Ltd. 30
Potts & Ward, Ltd. 28
Progress Mercantile Co., Ltd. 27
Pullman Spring Filled Co. Cover iv
Put-U-Up Repair Service ... 30

Quickfor, Ltd. 17

Rackstraw, J. S., & Co. 30
Regent Furniture (Leeds), Ltd. 58
Reliable Plywood Co., Ltd. 58
Renns Shaped Ply, Ltd. Cover iii
Rhodes, John, & Son 28

Rhodes, Wm., Ltd. ..... 4 & 15
Ronson Furniture, Ltd. Cover ii
Rose & Co. 30
Russell & Co. (Furn.), Ltd. 71

Sage & Stanley, Ltd. 32
Saunders & Coleman, Ltd. ... 34
Serlin, L., & Sons, Ltd. ... 6
Shaw Publishing Co., Ltd. 36 & 38
Sherborne Pouffes, Ltd. 6
Siddall & Hilton, Ltd. 34
Sion, H., & Sons, Ltd. 36
Small, David, & Co., Ltd. 30
Smith, J. S. (High Wycombe), Ltd. 29
Spiers, H., & Co., Ltd. 66
Spraytex (M/c.), Ltd. 68
Styles & Mealing, Ltd. 72
Sussex Dowel Co., Ltd. 67

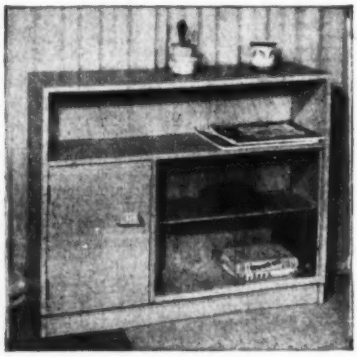
T. & L. Furniture, Ltd. ... 8
Tele-Circle Unit Upholstery 26
Trigg & Oldfield, Ltd. 36
Turner Smith, A., Ltd. 68

Universal Fittings (Kingsland), Ltd. 24

Vere, Wm., & Co. 40

Walnut Cabinet Works, Ltd. 31
Watson & Ewen, Ltd. 18
Webber, D. F., & Harrison, Ltd. 14
Weisbaum, W., & Sons, Ltd. 68
Whitree Timber Co. 59
Wilkinsons (Bradford), Ltd. 40
Wilkinsons (Veneers), Ltd. 66
Williamson & Kay, Ltd. ... 66
Woodcock, A. H. (Furn. Mfrs.), Ltd. 18
Wood Components of London 34
Wood, Stanley, Ltd. 37
Wrighton, F., & Sons, Ltd. 13

Young, G. J., & Co. 68



WYCOMBE

PLANNED FURNITURE

S&M

High Quality
CONTEMPORARY and
CONVENTIONAL
DINING ROOM
FURNITURE

STYLES & MEALING LTD.

OGILVIE ROAD, HIGH WYCOMBE, BUCKS

Phone: HIGH WYCOMBE 1313-4

Published by the Proprietors, Trade Chronicles, Ltd., at their Offices at 180, Fleet Street, E.C.4. Telephone: Chancery 8844.
Printed by Samuel Temple & Co., Ltd., 271b, King Street, Hammersmith, W.6.

RENWOOD
MOULDED chair seat for MAXIMUM comfort
PREFORMED (RESIN BONDED) PLYWOOD CHAIR SEATS & BACKS
For School, Canteen and Office Seating
Equally suitable for Metal or Wood frames.
RENN'S Shaped Ply LTD
63-65 FULLER ST., BETHNAL GREEN, E.2
Tel. Bishopsgate: 1158 - 9969 - 9960

Peter Pullman presents for the first time

PULLMAN Lasting Luxury & Comfort Spring-Filled

INSIST ON THIS LABEL

● COMPETITIVE IN PRICE ● SUPERIOR IN COMFORT
● NOVEL IN CONSTRUCTION

SPECIFICATION:

45 (3′ 0″) coil springs. 10G gauge wire. Unit 5½″ high. 3G border wire. Weight 20 lb.

PULLMAN SPRING-FILLED COMPANY LIMITED, 103 PARK STREET, LONDON, W.1. *Telephone:* MAYFAIR 8222